JANUARY 25, 1960 THIRTY-FIVE CENTS

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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Everybody is going to have to face Magnuson's committee Page 72

NOW... STORER RADIO
in LOS ANGELES
the nation's second largest market

KPOP

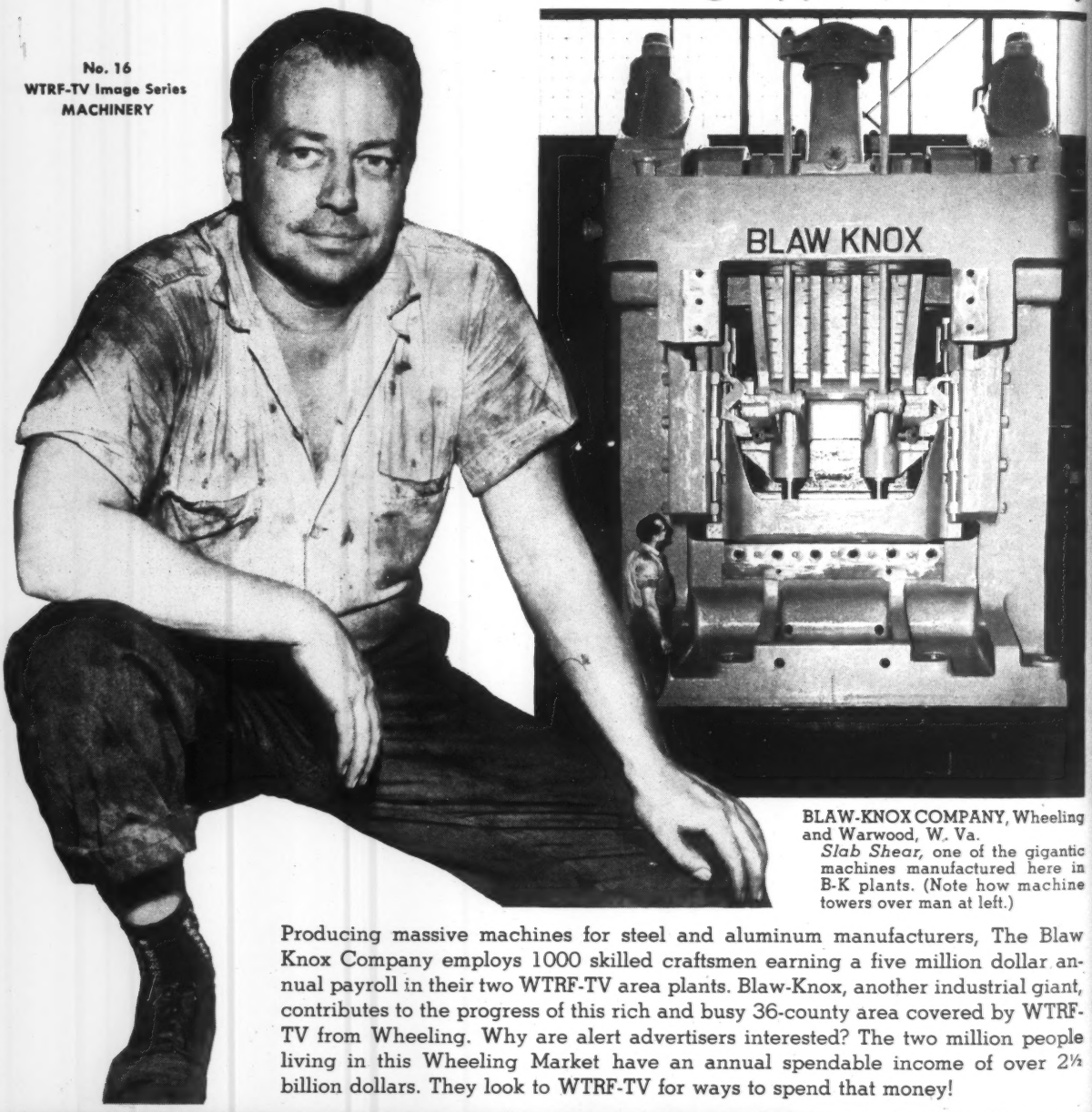
You know where you're going with **KPOP**

a STORER station • National Sales Offices: 625 Madison Ave., N.Y. 22 • 230 N. Michigan Ave., Chicago 1

WHEELING: MAJOR TV MARKET

One Station Reaching The Booming Upper Ohio Valley

No. 16
WTRF-TV Image Series
MACHINERY



BLAW-KNOX COMPANY, Wheeling and Warwood, W. Va.
Slab Shear, one of the gigantic machines manufactured here in B-K plants. (Note how machine towers over man at left.)

Producing massive machines for steel and aluminum manufacturers, The Blaw Knox Company employs 1000 skilled craftsmen earning a five million dollar annual payroll in their two WTRF-TV area plants. Blaw-Knox, another industrial giant, contributes to the progress of this rich and busy 36-county area covered by WTRF-TV from Wheeling. Why are alert advertisers interested? The two million people living in this Wheeling Market have an annual spendable income of over 2½ billion dollars. They look to WTRF-TV for ways to spend that money!

For availabilities, call Bob Ferguson, VP and Gen. Mgr., or Needham Smith, Sales Manager, at CEdar 2-7777.

National Rep., George P. Hollingbery Company.

316,000 watts NBC network color

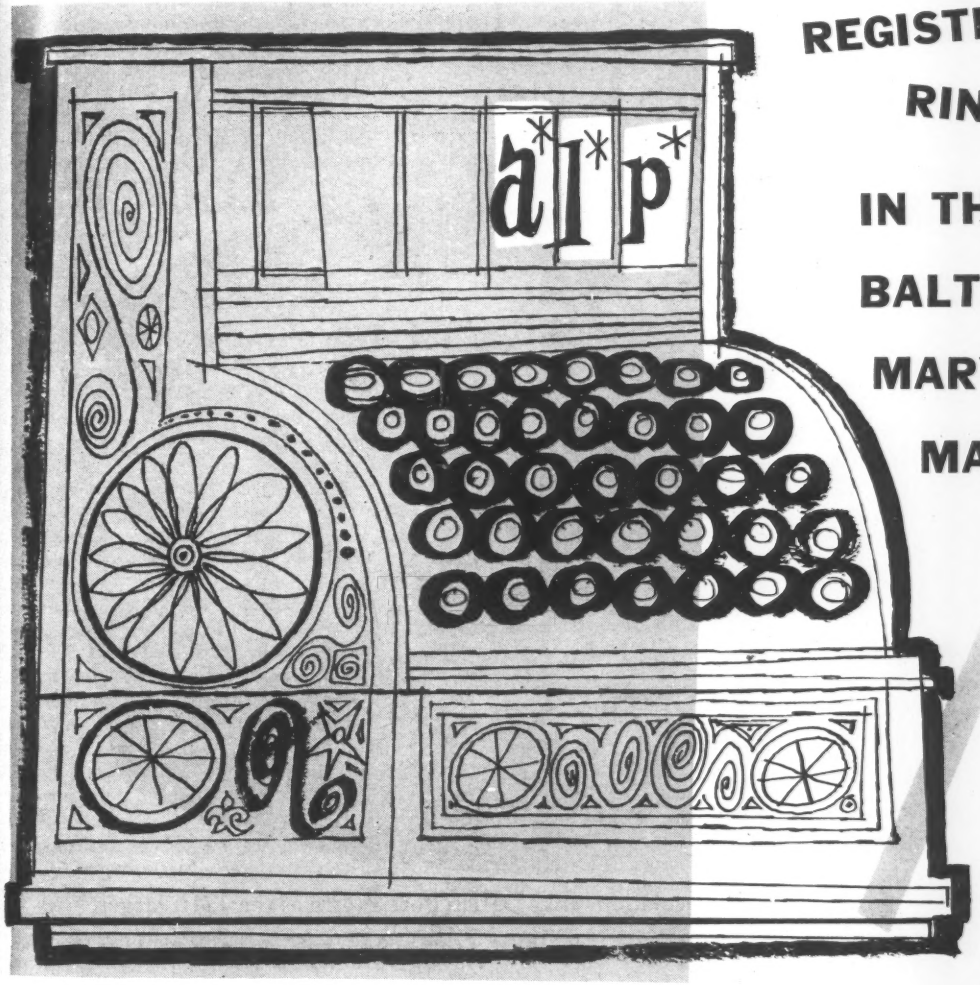
WHEELING 7, WEST VIRGINIA

wtrf-tv

reaching a market that's reaching new importance!

CHANNEL 7

PREFERRED BY THE FOLKS WHO KEEP THE



REGISTERS
RINGING
IN THE
BALTIMORE-
MARYLAND
MARKET!

*ADULT *LEVEL *PROGRAMMING...

WCBM rings the bell where it really counts—at the cash register! WCBM's *Adult *Level *Programming is radio at its best—the kind of radio adults prefer according to Nielsen Adult Listenership Surveys. If you want to SELL in this huge market—schedule WCBM to reach the buying public—the people who really have money to spend in the Baltimore—Maryland Area!

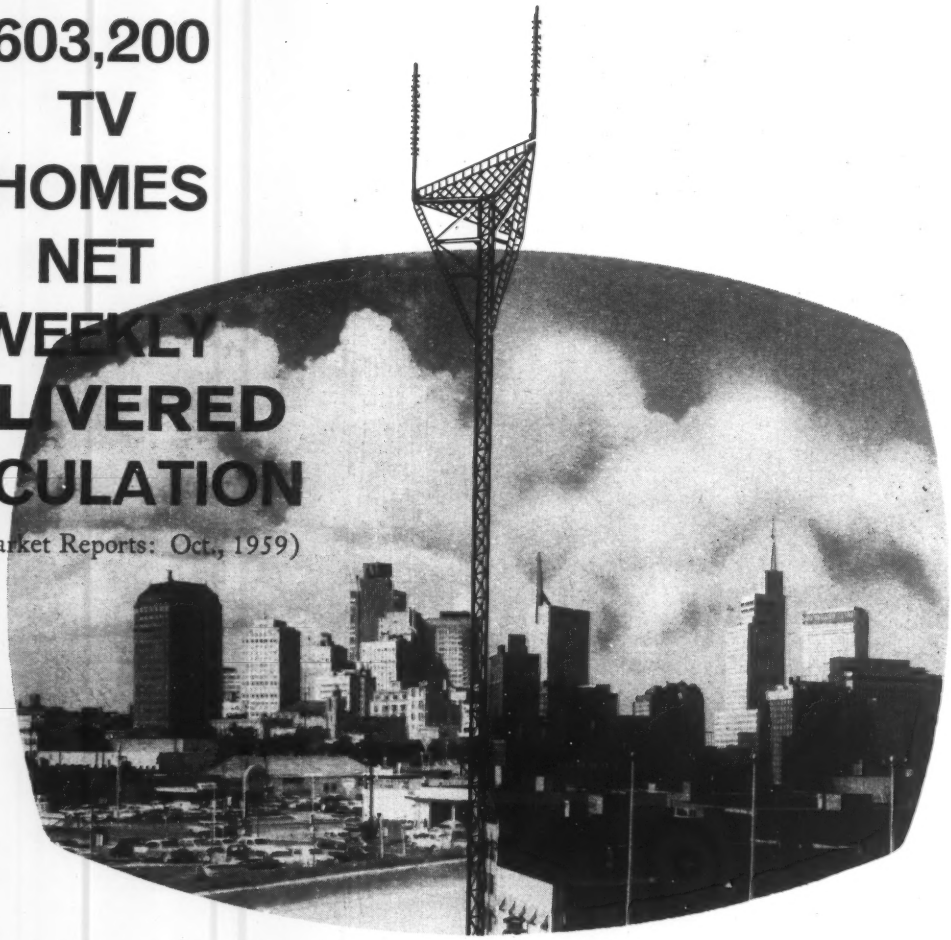
WCBM

A CBS Radio Affiliate
10,000 Watts on 680 KC
Baltimore 13, Maryland

PETERS, GRIFFIN, WOODWARD, INC., *Exclusive National Representatives*

603,200 TV HOMES NET WEEKLY DELIVERED CIRCULATION

(ARB Market Reports: Oct., 1959)



The ARB report of KRLD-TV circulation ranks Dallas-Fort Worth as the **12th** largest* Market in the United States! Of all CBS-TV affiliates throughout the nation, KRLD-TV net circulation is **11th** largest . . . and in **1st** position throughout the entire South!

These substantiated facts prove the "measured preference" for KRLD-TV in the big, booming, BUYING Dallas-Fort Worth Market. Ask any Branham man.

*Net weekly circulation topped only by New York, Los Angeles, Chicago, Philadelphia, Boston, Detroit, Cleveland, Pittsburgh, San Francisco, St. Louis and Washington, D. C.

KRLD-TV represented nationally by the Branham Company

THE DALLAS TIMES HERALD STATIONS CBS

Channel 4, Dallas

Clyde W. Rembert
President

MAXIMUM POWER TV-Twin to KRLD radio 1080, CBS outlet with 50,000 watts.

CLOSED CIRCUIT®

Mexican problem • Mexico has jumped gun again and staked claim for high-powered station on 530 kc—one channel below existing am broadcast band. It used same tactic in 1948 on 540 kc on which XEWA San Luis Potosi now operates with 50,000 w, pre-empting that facility except for secondary use in U.S. Notification received last week from Inter-American Radio office, Havana, cited Mexico's intention to use 530 kc in Mexico City for 50 kw station (directional day and night) in next exchange list among NARBA nations. Actually, under international agreement, this channel would become availfor only low-powered stations (250 w) in 1961.

Mexican exercise of squatter's right on 530 kc in 1948 caused furor. Presently assigned to 530 kc area in U.S. are mobile and marine services but with provision that there shall be no interference to 500 kc, international distress frequency. Some services, particularly radio alarm systems, use broad frequency bands resulting in interference and, under International Telecommunications Union provisions, reliability of such services must be improved. This accounts for the availability of 530 kc for low-powered stations in 1961. It's expected that FCC, through State Dept., will raise question about new Mexican pre-emption.

Harris plans • House Legislative Oversight Subcommittee is going to restrict its probings, at least for some time to come, to payola in narrowest sense; i.e., to shenanigans involving d.j.s, recording and publishing firms, stations, networks and talent, all in field of music, rather than to such aspects as "free plugs" and other types of alleged abuses. Pattern will be to conduct several phases of probe, each to cover as many types of abuses as possible of those listed in staff memorandum revealed last month (BROADCASTING, Dec. 21), with week of hearings planned about Feb. 8 to cover first phase and subsequent hearings to cover others.

Witnesses at first hearing will include d.j.s and other station people, recording manufacturing and distributing firms and ABC-TV star Dick Clark who, incidentally, has retained Paul Porter, ex-FCC chairman, as lawyer. House unit isn't discarding some non-payola-type allegations, such as complaints about "vilifications" of persons and companies on air, station personnel with "long criminal records" and broadcast programs which "glorify crime."

Campaign season • NBC-TV is speeding efforts to sell off political convention-campaign package. Network has retained for special sales assignment Rodney Erickson, now running newly-formed Rodney Erickson Enterprises (BROADCASTING, Jan. 18), consultant to Warner Bros. and former Young & Rubicam executive. Package is being offered in thirds, each of three advertisers to pay reported price of $1.88 million (some 140 minutes of commercial time on radio-tv with estimated cost per thousand of approximately $2.08). CBS-TV has Westinghouse signed for full sponsorship; ABC-TV has not yet announced any sale.

Boomerang • This may never break into open, but it's not only broadcast-oriented executives who are becoming irked at newspaper treatment of FTC complaints against advertisers and their agencies for production devices used in tv commercials. Print-minded agency people now talk of newspapers "hurting themselves" and of "killing the goose that lays the golden egg" because of headline treatments which, they charge, "blow up stories on FTC actions."

Bates talks back • Ted Bates Inc., New York, late last week was preparing advertisements to break this morning (Jan. 25) in New York *Times* and *Herald Tribune* attacking FTC's get-tough policy on "misleading" ads. Reports had it that Bates' chairman of board, Rosser Reeves, had described advertising copy as "fighting back" at FTC. Bates has been under FTC fire in complaints filed against advertising handled for agency's clients. In past weeks, these have included Life cigarettes, Blue Bonnet margarine and Colgate-Palmolive (Palmolive Rapid Shave).

For the record • Mysterious action of FCC in first granting and then rescinding approval of sale of KATZ St. Louis, Mo., by Rollins Broadcasting Co. to LaClede Radio Inc. (page 77) may have more than casual significance. Reconsideration was asked by Comr. Bartley and was automatically granted (Commissioner courtesy). Mr. Bartley refused explanation, but is believed concerned about applicants with stockholders who have interests in record companies.

Hot chairman • FCC Chairman John C. Doerfer shortly will undergo medical checkup, prior to departure Feb. 7 for two weeks "in the sunshine" down south. Doctors ordered checkup after his Rolex GMT-master wristwatch which he had worn for year had been determined to contain radioactive strontium-90. Doctors also have ordered rest, because of rugged pace past few months.

Code gains • NAB will disclose to FCC's broadcast hearing this week that station subscriptions to radio code have doubled in last two months, now total 1,197 or 59% of all am-fm member stations (57% of am members). Unlike tv code, radio document is open only to NAB members but association's radio directors have informally shown willingness to admit non-members under some equitable formula. Action expected at next NAB board meeting, probably in early March. NAB's radio code now includes practically all important major-market stations belonging to association.

Stereo promotion • To indoctrinate public on virtues of stereophonic reproduction, Electronic Industries Assn. is soliciting its membership for $300,000 initial fund to be spent in two magazines—*Life* and *Saturday Evening Post*. So far as known, no radio-tv is contemplated.

EIA Stereo Committee also would like to see FCC move swiftly, through TASO-like ad hoc *group, to establish standards for stereo for all services having made pitch last October. Nothing more has happened and RCA and CBS remain out of* ad hoc *group apparently because of possible antitrust implications in any joint move to establish standards.*

Small but select • Extent to which important owners in broadcasting are showing awareness of problems precipitated by Washington eruptions was reflected last Thursday in informal luncheon in New York given by Donald H. McGannon, president of Westinghouse Broadcasting Co. and chairman of Tv Code Review Board. Guests were six top executives representing WBC, Time Inc. (TLF stations), *Washington Post* stations, Corinthian stations and Whitney Communications Corp. While nothing definitive emerged it was agreed there is need for expressions from independent owners, totally aside from networks, and necessity for their participation in informational flow to Congress, FCC and other government agencies.

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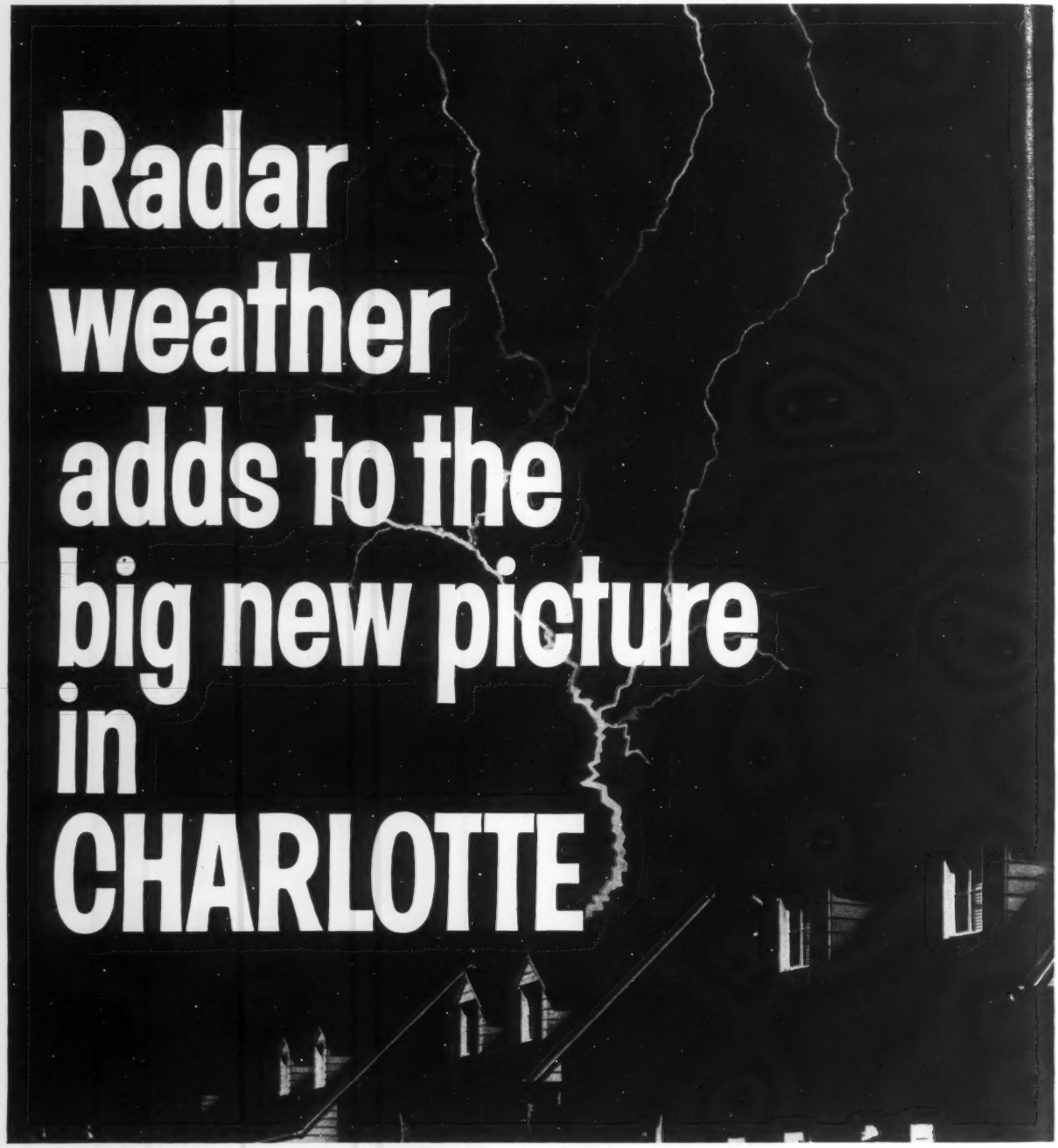

Everyone's a weather-watcher! And now more watchers than ever are switching to WSOC-TV for the only radar weather service in the Carolinas. Here's more strength for the dynamic program structure that is changing audience patterns of Charlotte television. For America's 25th largest tv market—your best buy is WSOC-TV. One of the great area stations of the nation.

WSOC-TV

CHARLOTTE 9—NBC and ABC. Represented by H-R

WSOC and WSOC-TV are associated with WSB and WSB-TV, Atlanta; WHIO and WHIO-TV, Dayton

WEEK IN BRIEF

MR. ARCHER

Give summer dollar's worth—or lose it • It's time stations and networks took positive action to defend their summer revenue against the onslaught of print media attacks which point up lower audience, rerun and substitute programming and higher cost-per-thousand. The action? Summer discounts commensurate with audience changes, says Philip D. Archer, media supervisor, Knox Reeves Adv., Minneapolis, in this week's MONDAY MEMO. Page **26.**

A tv seal of approval for commercials • Idea breaks into open as attacks against production devices used in product demonstration anger agency executives. Cone and Bergmann and Triangle's Clipp advance proposals for industry-supported commercial clearing unit. Page **33.**

Agency head endorses network control • Cunningham & Walsh's John P. Cunningham says, networks (and stations) ought to assume full editorial responsibility. He elaborates on his expectation that publishing concept may be decided as path for tv to follow. Page **35.**

Network tv billing in October • Anacin is top brand spender; P&G is No. 1 advertiser. For the first 10 months of 1959, foods product category was responsible for nearly 19% of all network advertiser gross time billing. Page **46.**

NBC-RKO swap set • Letter to FCC confirms earlier report. NBC will swap Philadelphia stations for RKO's Boston outlets. RKO to buy WRC Washington—if NBC can buy a San Francisco station. Page **52.**

Slow census • Decennial measurement of population and housing will use latest electronic computers but processing of radio-tv data won't come until late 1961 because of low Census Bureau priority. Page **54.**

Networks buy 'Doerfer plan' • The three television networks adopted a unique agreement in Washington last week. They voluntarily agreed to devote a full hour weekly, in evening network option time, to high-level cultural and educational programming. The idea came a fortnight ago from FCC Chairman John C. Doerfer. Page **70.**

Magnuson calls them on carpet • FCC, FTC, broadcasters, networks, ad agencies and advertisers to go before Senate Commerce Committee Feb. 19 to explain how abuses are being corrected. Page **72.**

FCC monies • President Eisenhower asks Congress to appropriate $13.5 million for the fiscal 1961 operations of the FCC, including $2¼ million for a two-year uhf study. Page **74.**

WGA strike • After a week—they're still deadlocked. Page **89.**

Olympic coverage • American technicians and equipment will aid foreign broadcasters in their coverage of the winter games. Page **92.**

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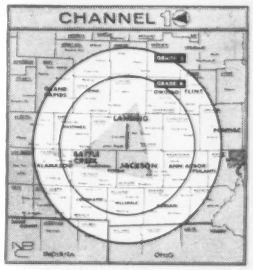
ONE SHOT TAKES ALL THREE

The best shot in outstate Michigan pockets three major markets ranking 11th* in retail sales — gives you more Grade A coverage of Central Michigan population and TV households. Nationally, the 26th** market. Your cue to call Venard, Rintoul & McConnell, Inc.

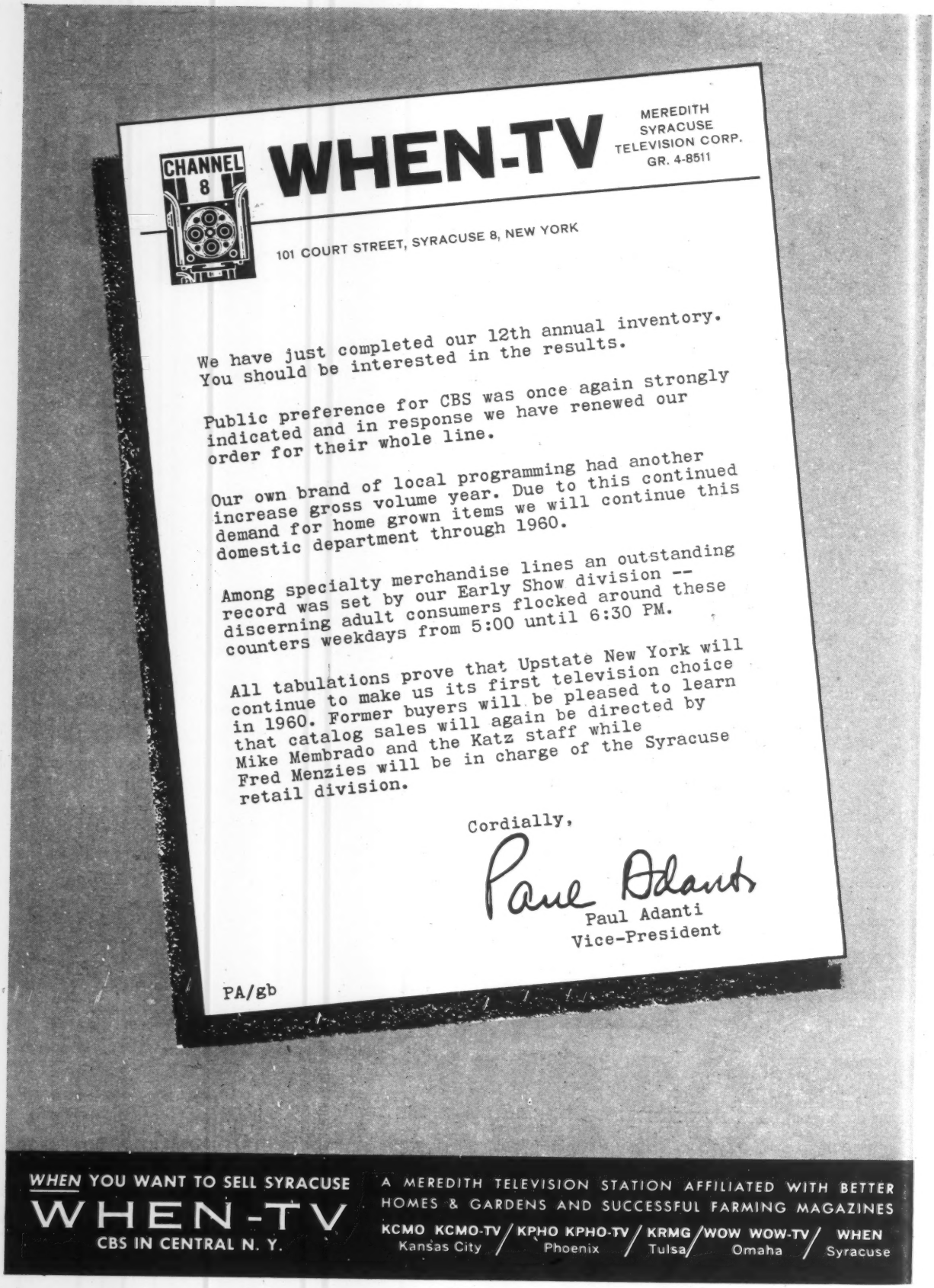
*SRDS Consumer Market Data
**Television Age 100 Top Markets — 11/30/59



WILX-TV LANSING JACKSON BATTLE CREEK
CHANNEL 10

SERVING MICHIGAN'S GOLDEN TRIANGLE

Associated with / WILS – Lansing, WPON – Pontiac


CHANNEL 8
WHEN-TV
MEREDITH
SYRACUSE
TELEVISION CORP.
GR. 4-8511
101 COURT STREET, SYRACUSE 8, NEW YORK
We have just completed our 12th annual inventory. You should be interested in the results.
Public preference for CBS was once again strongly indicated and in response we have renewed our order for their whole line.
Our own brand of local programming had another increase gross volume year. Due to this continued demand for home grown items we will continue this domestic department through 1960.
Among specialty merchandise lines an outstanding record was set by our Early Show division -- discerning adult consumers flocked around these counters weekdays from 5:00 until 6:30 PM.
All tabulations prove that Upstate New York will continue to make us its first television choice in 1960. Former buyers will be pleased to learn that catalog sales will again be directed by Mike Membrado and the Katz staff while Fred Menzies will be in charge of the Syracuse retail division.
Cordially,
Paul Adanti
Paul Adanti
Vice-President
PA/gb
WHEN YOU WANT TO SELL SYRACUSE
WHEN-TV
CBS IN CENTRAL N. Y.
A MEREDITH TELEVISION STATION AFFILIATED WITH BETTER HOMES & GARDENS AND SUCCESSFUL FARMING MAGAZINES
KCMO KCMO-TV Kansas City / KPHO KPHO-TV Phoenix / KRMG Tulsa / WOW WOW-TV Omaha / WHEN Syracuse

AT DEADLINE

LATE NEWSBREAKS ON THIS PAGE AND NEXT • DETAILED COVERAGE OF THE WEEK BEGINS ON PAGE 33

NAB Tv Code effects Ban ad modification

Greek statue commercial for Ban anti-perspirant, most controversial of current tv season, is being modified by Ogilvy, Benson & Mather, New York, agency for Bristol-Myers, at suggestion of NAB Tv Code Review Board. Revised storyboard was shown to NAB code officials Jan. 22.

Agency, sponsor and NAB code representative met twice last week to discuss ways of revamping dramatic spots. New copy was being circulated to members of personal products subcommittee of code board, headed by E. K. Hartenbower, KCMO-TV Kansas City.

After William Weede, of agency, and Michael Daugherty, of Bristol-Myers, had conferred at NAB Washington headquarters, Chairman Hartenbower commended agency and sponsor on behalf of subcommittee "for their cooperation with the board in this controversial situation."

NAB emphasized that code board objection have been confined to commercials, with no criticism of product itself.

Violent objections • Some members of FCC along with other government officials and letters from viewing public have voiced violent objections to use of cultural objects with intensely dramatic continuity and visual effects. Objections have included use of arrows pointing to silhouetted armpit and rubbing of applicator along upper arm of statue. Vivid descriptions by sepulchral voice explaining anti-social aspects of perspiration in clinical manner have been criticized.

It's understood original commercials were modified last autumn after review by code board and networks. Unofficial view at NAB has been that revised commercials still had objectionable features but they were not classed as unacceptable. Donald H. McGannon, Westinghouse Stations, chairman of NAB tv code board, was questioned about Ban commercials at FCC's Dec. 18 hearing. Questioning was dropped after he stated board was in process of reviewing Ban advertising.

Mr. McGannon recalled Jan. 22 that code board's 1959 action against hemorrhodial remedies was based on fact products are not acceptable on tv irrespective of advertising treatment.

Edward Gelsthorpe, B-M marketing vice president, said agency is working with NAB in effort "to rectify any areas of disagreement which may exist." Spokesman for agency said changes made in latest revision of Ban commercials were "slight."

Willing witness

Advertising Council came to aid of broadcasters and advertisers Friday with announcement it had asked FCC for opportunity in current hearing to recite what official called "certain facts about broadcasters' public service not generally known." Council said President Theodore S. Repplier had wired FCC Chairman John C. Doerfer that Council, which for 18 years has executed public service campaigns for government and private agencies without charge, would like "10 minutes [to] testify to the cooperation accorded these public service campaigns by broadcasters and advertisers."

Ratings probe asked by Sen. Monroney

Sen. A. S. Mike Monroney (D-Okla.), who has trounced tv-radio ratings research as source of many alleged abuses in broadcasting, said last week he will urge Senate Commerce Committee, of which he is member, to take up probe of ratings this year. But, he said, "I realize there may be subjects of higher priority" on committee agenda.

Oklahoman said he has received "vast volume of correspondence" indicating people all over country are "disturbed" at "power of ratings and their adverse effect on tv programming." He said he thought it "interesting" that broadcast industry itself "seems to be wavering in its grant of omnipotence to ratings."

He pointed out that networks lately have been scheduling "superior programs that they must know won't place first in the ratings race." Not only has he received letters from stations complaining about "stranglehold" ratings have on national advertising, Sen. Monroney said, but he also notes with special interest testimony by industry representatives in FCC's current hearing urging stricter enforcement of existing controls.

NBC-TV 1959 gross up 10% over 1958

Total of 216 different companies representing all major industries bought time on NBC-TV in 1959, according to report being issued today (Jan. 25). Report claims this was more than either of other two tv networks. Gross time sales, although not specified, were said to be at record high, 10% above 1958 figure.

Report says 65 sponsors bought 1,224 participations in *Today* program, representing gross of $7,877,000, and 51 bought 1,512 participations ($12,998,000 gross) in *The Jack Paar Show*. In all, gross sales in participating programs were said to be up 79.6% over 1958. Other items:

Sports coverage represented $36 million investment, covering both time and program. Evening program schedule remained virtually sold out and number of stations carrying average evening program increased from 137 to 144. Specials represented $28 million investment, 40% more than 1958. Color programming totaled 735 hours, reaching average of 20 hours per week at end of year. Of $50 million in automotive billings on NBC-TV (claimed to be 70% of three-network total), about $43 million was spent on color programs.

NBC Radio finances

Hope for continued "improvements in programming and pricing" and for getting NBC Radio into "a sound financial position" was voiced by network's new operating chief, William K. McDaniel, in closed-circuit talk to affiliates Friday. Mr. McDaniel, who takes over as vice president in charge March 1 (see WEEK'S HEADLINERS), said NBC Radio's new programming format, coupled with earlier changes at other networks, means that for first time all networks are not "doing the same thing," so that now audiences have "choice of different forms of news, music, sports and entertainment" which "can only increase the overall radio audience." He was introduced on closed circuit by NBC President Robert E. Kintner.

KFBI joins NBC

KFBI Wichita, Kan., independent on 1070 kc with 10 kw day and 1 kw night, signed as NBC Radio affiliate effective Feb. 1. Station is owned by Jayhawk Broadcasting, headed by Charles

AT DEADLINE CONTINUED

(Buddy) Rogers as president and Howard O. Peterson, general manager. NBC Radio has had no Wichita outlet for more than year.

Senate witness list

Witnesses named to appear before Senate Commerce Committee at 10 a.m. Feb. 19 (story page 72) besides FCC and FTC members: Frederic Gamble, AAAA president; Peter Allport, executive vice president, and Donald Frost, board chairman, ANA; Harold Fellows, NAB; Donald McGannon, Tv Code Review Board; Leonard H. Goldenson, ABC; Frank Stanton, CBS; Robert Kintner, NBC.

Meanwhile, Senate Commerce Committee has submitted S Res 243 asking for $291,595 to carry on regular committee business this year, including Communications Subcommittee's and p. rent committee's continuing investigations into broadcast matters.

Seeks Americana bills

House Legislative Oversight Subcommittee has subpoenaed records of Americana Hotel, Miami, to find out "who paid for what" at disc jockey convention in Miami May 29-31 last year (BROADCASTING, June 1, 8, 1959). House unit also disclosed it had sent practically all its investigators back to New York, Boston and Philadelphia during week to "wrap up" final investigations preparatory to payola hearing set to begin about Feb. 8

IT&T's tv 'pipes'

This is no pipe dream. International Telephone and Telegraph is reporting today (Jan. 25) that acceptable live tv pictures, as well as telephone calls, have been sent more than half-mile through hollow metal "pipes" approximately three inches in diameter. Pictures were sent through method developed and patented by ITT called "pulse code modulation." ITT claims technique provides ultimately for simultaneous transmission of as many as 4,000 tv channels or several thousand phone conversations. ITT engineers report it long has been known that electrical signals of very high frequency will travel within hollow conductors called "waveguides," but up to now these have been used to send signals only short distances.

• Business briefly

Plans tv series • Hazel Bishop Inc., N.Y., has shifted its account from Raymond Spector Co., N.Y., to Donahue & Coe, N.Y., it was announced Friday by Daniel Van Dyk, president of cosmetic company. Albert M. Behrens was appointed executive for Bishop account at agency. Bishop will have billings exceeding $2 million in 1960, Mr. Van Dyk said. Plans include sponsorship of new nighttime tv series which is expected to be announced later this week.

Account grows • Butter-Nut Foods Co. (Butter-Nut coffee), Omaha, Neb., appoints Tatham-Laird Inc., Chicago, to handle advertising for newly-acquired Thomas J. Webb coffee line (formerly handled by Lilienfeld & Co.). Tatham-Laird already services regular and instant coffee products east of Mississippi for Butter-Nut Div. of Paxton & Gallagher.

Shares driving • Renault Inc., N.Y., for its imported autos, has signed for alternate-week sponsorship of CBS-TV's *Markham*, starring Ray Milland, effective Jan. 28 when program switches from current Saturday time (10:30-11 p.m.) to Thursday 9:30-10 p.m. Agency is Kudner, N.Y.

WEEK'S HEADLINERS

WILLIAM K. MCDANIEL, vp, NBC Radio Network Sales, appointed vp in charge of NBC Radio, effective March 1, when MATTHEW J. CULLIGAN leaves as executive vp in charge of network to become general corporate executive and board member in charge of Advanced Projects Div. of McCann-Erickson (BROADCASTING, Jan. 18). Two other NBC Radio executives promoted: GEORGE A. GRAHAM JR., vp, sales planning, to vp and general manager; WILLIAM F. FAIRBANKS, national sales manager, to director of sales. Mr. McDaniel, NBC page in New York in 1938, subsequently moved into sales with Scripps-Howard Radio Corp. in Midwest and then to KMPC Los Angeles. In 1948 he moved to KECA-TV, that city, and in 1951 became ABC's western division network sales department manager. Following year, Mr. McDaniel was named manager of Radio Spot Sales at NBC's western division; sales manager, KNBC San Francisco, and in 1955 general manager of station. In August 1956, he was named head of NBC Radio's Sales, and in October that year was elected vp. Mr. Graham began at NBC in 1953 as salesman for NBC-TV's *Today*, and advanced in sales posts for tv network, becoming director of sales planning for NBC Radio in 1957 and vp of sales planning a year ago. Mr. Fairbanks began in NBC research and sales presentation in 1931, and served with Office of War Information during World War II; with Compton Adv. as account executive for Ivory soap until 16; with MBS as director of sales planning until 1950, and with ABC Radio as eastern sales manager and account executive until becoming national sales manager in 1954. He rejoined NBC as national sales manager for radio network in 1956.

MR. MCDANIEL

MR. GRAHAM

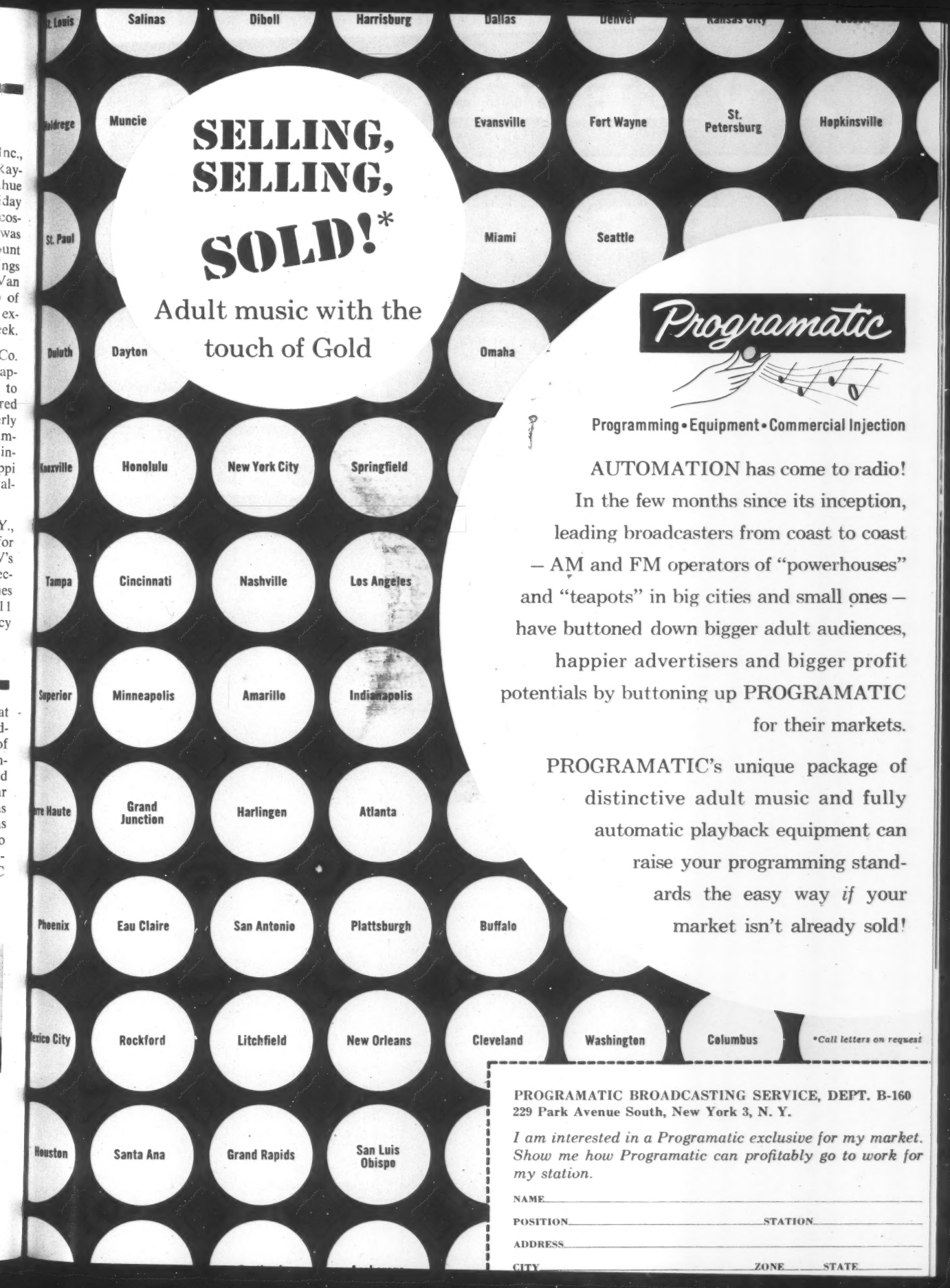
MR. FAIRBANKS

HERBERT S. SCHLOSSER, member of NBC's legal department assigned to California National Productions Inc., appointed vp and general manager of CNP. H. W. KEEVER, vp and general manager since Dec. 1957, named vp in charge of sales for CNP. Change in managerial responsibilities will permit Mr. Keever to concentrate all of his efforts in sales area. Before joining NBC, Mr. Schlosser was with Phillips, Nizer, Benjamin, Krim & Ballon, New York law firm.

MR. KEEVER

MR. SCHLOSSER

FOR OTHER NEWS OF PEOPLE SEE FATES & FORTUNES



SELLING, SELLING, SOLD!*

Adult music with the touch of Gold

Programatic

Programming • Equipment • Commercial Injection

AUTOMATION has come to radio! In the few months since its inception, leading broadcasters from coast to coast – AM and FM operators of "powerhouses" and "teapots" in big cities and small ones – have buttoned down bigger adult audiences, happier advertisers and bigger profit potentials by buttoning up PROGRAMATIC for their markets.

PROGRAMATIC's unique package of distinctive adult music and fully automatic playback equipment can raise your programming standards the easy way *if* your market isn't already sold!

*Call letters on request

PROGRAMATIC BROADCASTING SERVICE, DEPT. B-160
229 Park Avenue South, New York 3, N. Y.

I am interested in a Programatic exclusive for my market. Show me how Programatic can profitably go to work for my station.

NAME_____

POSITION_____ STATION_____

ADDRESS_____

CITY_____ ZONE____ STATE_____

EVERYBODY'S EXCITED ABOUT INTERPOL!

HERE'S SOLID PROOF!

. . . **LIFE** *kicked off its lead story of the new decade on January 11 with a full month's 4-part series devoted to international crime and Interpol!*

. . . **READER'S DIGEST** *has already run two separate big features on the international police organization of 63 nations—Interpol!*

. . . **NEWSPAPERS** *all over the world are picking up the top stories fed to them by the wire services on Interpol!*

AND NOW – *for the first time – ITC brings the complete and fascinating story of the inner workings of Interpol to TELEVISION!*

"INTERPOL CALLING"

STARRING CHARLES KORVIN

Only the established world-wide facilities of The Rank Organisation Limited (of J. ARTHUR RANK fame) in association with The Jack Wrather Organization make possible the production of this absorbing television series for ITC.

INDEPENDENT TELEVISION CORPORATION

488 Madison Avenue • New York 22 • N.Y. • PLaza 5-2100

ITC OF CANADA, LTD. 100 University Avenue • Toronto 1, Ontario • EMpire 2-1166

ONLY KTBS-TV

NBC

... gives you The Bonus Coverage in the Shreveport Market (Nielsen No. 3) Plus 100% NBC Clearances and COLOR

Represented by

Edward Petry & Co., Inc.

The Original Station Representative

CHANNEL 3 KTBS TV SHREVEPORT LOUISIANA

The Big Station with the NBC Personality

E. NEWTON WRAY,
President and General Manager

A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS
(*Indicates first or revised listing)

Jan. 25—Retrial of former FCC Comr. **Richard A. Mack** and friend, **Thurman A. Whiteside**, on charges they conspired to throw grant of Miami ch. 10 to National Airlines. U. S. District Court, Washington.

Jan. 25—**Hollywood Ad Club** luncheon, Hollywood Roosevelt Hotel. Speaker: Kevin Sweeney, president, Radio Advertising Bureau.

Jan. 25—Resumption of FCC's programming hearing in Washington.

*Jan. 25—**Senate Foreign Relations Committee** hearing on 1950 North American Regional Broadcasting Agreement between U. S. and Mexico.

Jan. 25-29—**National Sales Executives-International St. Louis Field Sales Management Institute**, The Chase-Park Plaza Hotel there.

Jan. 26—**Radio & Television Executives Society** timebuying-selling seminar. Performers Bob Elliott and Ray Goulding quip on the question of whether audiences are "Out-Sophisticating" the sponsors. Hotel Lexington, New York, noon-2 p.m.

Jan. 26—**Academy of Television Arts & Sciences**, Los Angeles chapter. Forum on global tv. Speakers include: Merle Jones, president, CBS Stations Div.; Howard Meighan, president, Videotape Productions of N.Y.; Kenneth D. Soble, president, CHCH-TV Hamilton, Ont., Canada; Norman Collins, deputy chairman, Associated TeleVision of London; Greeve del Strother, American representative of BBC Tv; J. M. Duran y Casahonda, public relations director, Telesistema Mexicano, Mexico City, Beverly Hilton Hotel, Beverly Hills, Calif.

Jan. 26-28—**Georgia Radio & Tv Institute, Athens.** Co-sponsors: Georgia Assn. of Broadcasters, U. of Georgia's Henry W. Grady School of Journalism. Speaker: Sig Mickelson, CBS News president.

*Jan. 26-29—**ABC-o&o Station Managers** (radio and tv) annual meeting. Arizona-Biltmore hotel, Phoenix.

Jan. 27—**Advertising Research Workshop, Assn. of National Advertisers,** Hotel Sheraton-East, New York.

Jan. 27—**Radio & Television Executives Society** round table luncheon. Topic: the tv specialists at the corporate level. Speakers: William E. Haesch Jr., advertising manager, radio and television, AT&T, and George T. Laboda, radio and tv director, Colgate-Palmolive Co. Hotel Roosevelt, New York, 12:30 p.m.

Jan. 28-29—**Western Canada Television Sales Managers,** sales clinic at Calgary, Alta., with speakers from Canadian advertisers, agencies and tv stations on the program. Among speakers will be Bob Watson and Herb Stewart of CHCT-TV Calgary, and Blair Nelson, CFQC-TV Saskatoon, Sask.

*Jan. 28-30—**South Carolina Broadcasters Assn.** annual convention, Hotel Greenville, Greenville. Ken Beachboard of WFBC-TV there will be in charge of the tv sessions. Main speaker: Lewis H. Avery, president, Avery-Knodel, station rep.

Jan. 29—**Adcraft Club of Detroit,** Statler Hotel. Speaker: Robert Hurleigh, president, MBS.

Jan. 30—**Oklahoma Broadcasters Assn.** annual meet, Hotel Tulsa, Tulsa. FCC Comr. Robert E. Lee and Balaban stations' John Box slated to speak.

Jan. 31-Feb. 5—**American Institute of Electrical Engineers** winter general meeting. Special feature: symposium on international communications, Feb. 3. Hotel Statler-Hilton, New York.

FEBRUARY

*Feb. 2—**Senate Communications Subcommittee** hearing on tv allocations.

Feb. 2—**Radio & Television Executives Society** timebuying-selling seminar. T. Rodney Shearer, vice president, A. C. Nielsen Co., and James W. Seiler, director-president of American Research Bureau, square off on ratings. Hotel Lexington, New York, noon-2 p.m.

Feb. 3—**Institute of Radio Engineers Pacific Group,** winter convention on military electronics. Main speaker: J.R. Pierce of Bell Telephone Labs on Satellite Systems for Commercial Communications. Ambassador Hotel, Los Angeles.

Feb. 4—**Minnesota AP Broadcasters Assn.,** annual meeting, Minneapolis.

*Feb. 4-6—**Mutual Advertising Agency Network** winter meeting. Allan Copeland & Garnitz, network Chicago member, will serve as host agency for workshop sessions, talks and awards. Bismarck Hotel, Chicago.

Feb. 4-6—**Golden Gate Metals Conference.** Seven technical papers on "Metallurgical Problems in Electronics" will be presented, dealing with such subjects as electron tubes, semiconductors, etc. Fairmont Hotel, San Francisco.

*Feb. 5—**Advertising Federation of America** annual mid-winter conference. Speakers include: Arthur S. Flemming, secretary of HEW; John C. Doerfer, FCC chairman; Earl W. Kintner, FTC chairman, and Dana Latham, IRS commissioner. Congressional reception closes conference. Statler-Hilton Hotel, Washington, D.C.

*Feb. 5-13—**U. of Minnesota School of Journalism's** 13th radio-tv short news course at the university, Minneapolis. Main speaker: Sen. Eugene J. McCarthy (D.-Minn.). Other speakers include Burton Paulu, KUOM Minneapolis, and Bill Shadell, ABC News.

Feb. 6—**Art Directors Club of Los Angeles.** Presentation of awards for best advertising and editorial art of 1959 at Statler Hotel there. Prizewinners and other outstanding entries will be displayed for following month at California Museum of Science & Industry.

*Feb. 6—**Farm Broadcasting Day.** Stations wishing one-minute statements from Agriculture Secretary Benson and other agricultural leaders should send blank 30-minute tape reel to Radio & Tv Service, Office of Information, U.S. Dept. of Agriculture, Washington, D.C.

Feb. 7-9—**Advertising Federation of America** First District conference, Statler-Hilton Hotel, Boston.

*Feb. 8—**House Legislative Oversight Committee** hearing on payola.

Feb. 8—**Academy of Television Arts & Sciences** at New York, forum on tv for children and teenagers, CBS Studio 52.

Feb. 8—**Minneapolis Sales Executive Club,** Hotel Normandy. Speaker: Robert Hurleigh, president, MBS.

Feb. 9—**Radio & Television Executives Society** timebuying-selling seminar. Ray L. Stone, associate media director, Maxon Inc., and Robert A. Wulfhorst, associate media director, Dancer-Fitzgerald-Sample, discuss the "Station Image Factor In Timebuying." Hotel Lexington, New York, noon-2 p.m.

*Feb. 9-10—**Michigan Assn. of Broadcasters** annual spring convention. Feb. 9—Annual dinner for lawmakers. Speaker: William C. DeWitt, president, Detroit Baseball Co. Feb. 10—Business matters and luncheon. Olds Hotel, Lansing.

Feb. 11—**Houston Advertising Club** forum, Shamrock-Hilton, Houston, Tex. Speakers: Donald S. Frost, senior vice president, Bristol-Myers, and board chairman of Assn. of National Advertisers; Arno H. Johnson, vice president-senior economist, J. Walter Thompson, and board chairman of Advertising Research Foundation; James S. Fish, vice president-advertising director, General Mills, and board chairman of Advertising Federation of America; Sylvester (Pat) Weaver, board chairman, McCann-Erickson Corp. (International). C.

"JAXIE" SALUTES

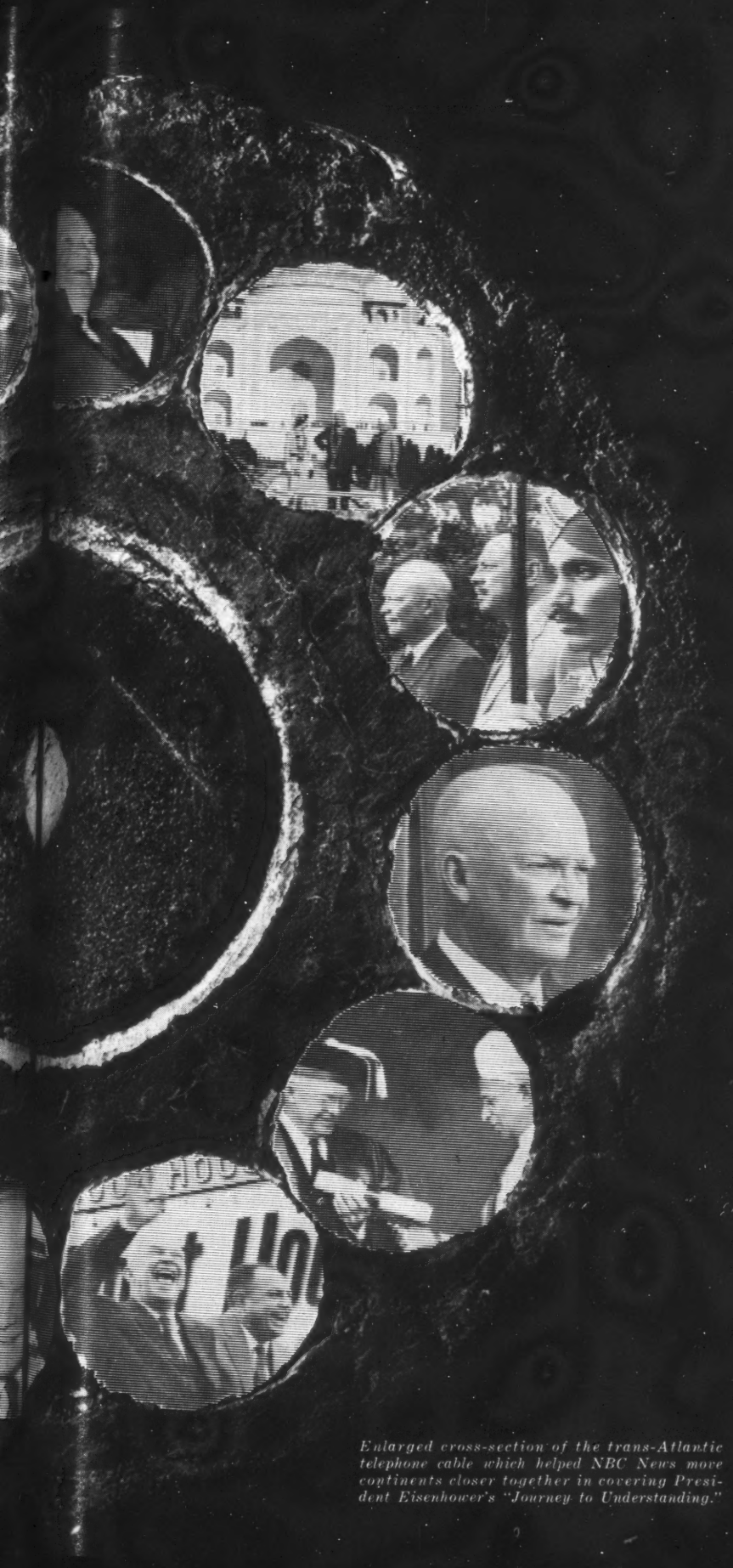
Coke and Lay's Potato Chips have joined the Honor Roll of Advertisers who chose WFGA-TV to carry their sales messages to more than a quarter-million North Florida-South Georgia TV homes. Lay's Potato Chips and Coke are co-sponsors of the popular Channel 12 Dance Party and this show—combined with WFGA-TV's programming of NBC and ABC—will provide top selling power for Coke and Lay's Potato Chips.

"JAXIE" is proud to add Coke through McCann-Erickson, Inc. and Lay's Potato Chips through Liller, Neal, Battle & Lindsey, Inc. to its growing list of prestige advertisers.

NBC and ABC Programming Represented nationally by Peters, Griffin, Woodward, Inc.

WFGA-TV
Channel 12
Jacksonville, Florida
FLORIDA'S COLORFUL STATION

NBC NEWS: OPEN LINE TO HISTORY



Enlarged cross-section of the trans-Atlantic telephone cable which helped NBC News move continents closer together in covering President Eisenhower's "Journey to Understanding."

For NBC Television viewers the world is suddenly a full day smaller.

Twenty-one times during President Eisenhower's recent international "Journey to Understanding" NBC brought news pictures to American television screens scant hours after the event—and as much as a day ahead of any other network.

To break the intercontinental time barrier NBC News teamed cable film, developed by the British Broadcasting Corporation and made available to NBC in the United States, with "live" coverage provided through the television facilities of Britain, Canada, France, Italy and Spain. The result for NBC, in the words of The New York Times' Jack Gould... "a decided edge in pictorial timeliness over its rivals."

At the core of this unprecedented feat in television journalism were the technical skills and reportorial accomplishments of NBC News. From 8:10 pm on December 3rd when President Eisenhower took off from Andrews Air Force Base, until 12:09 am December 23rd when he returned to the White House, a staff of more than 200 men and women worked to make this television's fastest, most comprehensive coverage of an international news event.

Altogether, NBC News ran up a total of half-a-million travel miles, produced footage equal to 20 feature films, delivered material for nine special programs. And, consistent with their importance, NBC scheduled seven of these programs during peak evening viewing hours.

NBC film coverage was also included in all regularly scheduled news programs and made available to all affiliated stations for their local news programs.

As an extra public service, NBC carried President's Eisenhower's return on a "live" basis—"a brilliant stroke," according to the New York World-Telegram & Sun's Harriet Van Horne, which "gave us all a fine sense of sharing in a few moments of history."

The 19 days of the Presidential journey are already written into the record of world affairs. For NBC News they were 19 days of getting it first... getting it all, 19 days of electronic journalism that made intercontinental television a present day reality.

NBC NEWS

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FIRST ON YOUR DIAL

wmca

THE VOICE OF NEW YORK

Call us collect at MUrray Hill 8-1500
Or contact AM Radio Sales.

James Proud, president, AFA, will speak at noon luncheon.

Feb. 11-12—British Columbia Assn. of Broadcasters annual meeting, Hotel Vancouver, Vancouver, B.C.

Feb. 13—American Women in Radio and Television, Chicago chapter, third annual "closed circuit" conference, Guildhall, Ambassador West Hotel, 8:45 a.m.-4 p.m. Conference fee: $8.50 per person, including cocktails and lunch. Forms and checks should be mailed to: Miss Evelyn Vanderploeg, c/o Arthur Meyerhoff & Co., 410 N. Michigan Ave., Chicago 11.

Feb. 13—Western States Advertising Agency Assn. annual dinner dance at Ambassador Hotel, Los Angeles. Award will be presented to "Advertising Citizen of 1959."

Feb. 13—Institute of Radio Engineers, Washington section, annual banquet. Hotel Statler-Hilton, Washington, D.C.

Feb. 14-20—Advertising Federation of America's National Advertising Week (co-sponsored by Advertising Assn. of the West).

Feb. 15-19—National Sales Executives-International Cleveland Field Sales Management Institute, Sheraton-Cleveland Hotel.

***Feb. 16—Chicago Broadcast Adv. Club** monthly luncheon meeting. Guest speaker: Louis Hausman, director, Television Information Office. Sheraton Towers, Chicago.

Feb. 16—Radio & Television Executives Society timebuying-selling seminar. Jack Wrather, board chairman, Independent Television Corp., discusses commercial tv in Britain. Hotel Lexington, New York, noon-2 p.m.

Feb. 17—Hollywood Ad Club second annual Broadcast Advertising Clinic, all-day session at Hollywood Roosevelt Hotel. Producers' awards for best tv and radio commercials produced in Southern California during 1959 will be presented at luncheon. Phil Seitz of "Advertising Age" and Bill Merritt of BROADCASTING are again chairmen of the awards committee. Marv Salzman of MAC is clinic chairman.

Feb. 17—Assn. of National Advertisers, co-op advertising workshop, Hotel Sheraton-East, New York.

Feb. 18-23—American Bar Assn. midwinter meeting, Edgewater Beach Hotel, Chicago. ABA board of governors and groups, along with National Conference of Bar Presidents and Fellows of the American Bar Foundation, meet in advance of House of Delegates sessions Feb. 22-23. Progress report on study work with media representatives on controversial Canon 35 (radio-tv access to courtroom proceedings) expected to be filed.

Feb. 19—Comments due on FCC proposal to add additional vhf assignments to several cities through mileage separation reductions.

Feb. 19—Sales Executives Assn. and Advertising Club of St. Louis, combined meeting, Statler Hilton Hotel. Speaker: Robert Hurleigh, president, MBS.

Feb. 19-22—National Sales Executives-International mid-winter board of directors meet, Robert Meyer Hotel, Jacksonville, Fla.

Feb. 21-22—Virginia AP Broadcasters—Washington & Lee U.'s radio newsmen's seminar.

Feb. 22-24—International Advertising Assn., first Latin American convention, Caracas, Venezuela.

Feb. 23—Radio & Television Executives Society timebuying-selling seminar. Tv personality Dick Clark speaks on the teen-age market. Hotel Lexington, New York, noon-2 p.m.

Feb. 24—Voice of Democracy annual contest luncheon and announcement of national winner, Statler Hotel, Washington.

Feb. 24-25—Fifth annual State Presidents Conference under NAB auspices, Shoreham Hotel, Washington. Presidents of state broadcasters associations will attend; Voice of Democracy luncheon will be a feature.

Feb. 29-March 1—CBS Network Affiliates and Network Officials, special conference. Shoreham Hotel, Washington. Speakers will include Sen. Warren G. Magnuson (D-Wash.), chairman, Senate Interstate and Foreign Commerce Committee; Rep. Oren Harris (D-Ark.), chairman, House Interstate and Foreign Commerce Committee and House Legislative Oversight Subcommittee; FCC Chairman John C. Doerfer and FTC Chairman Earl Kintner.

MARCH

March 1—Radio & Television Executives Society timebuying-selling seminar. John F. Hurlbut, director of promotion-public relations, WFBM-TV Indianapolis, and Harold A. Smith, program promotion-merchandising manager, Needham, Louis & Brorby, handle topic, "It Takes Two To Tango In Agency-Station Cooperation." Hotel Lexington, New York, noon-2 p.m.

March 4-6—Disc Jockey Assn. convention, Los Angeles. Business sessions at 20th Century-Fox studios, where d.j.s will participate in filming "The Big Platter Parade."

March 7-11—National Sales Executives-International San Francisco Field Sales Management Institute, Hotel Mark Hopkins there.

March 8—Radio & Television Executives Society timebuying-selling seminar. John F. Howell, CBS Films' vice president-general sales manager, and Charles W. Shugert, the Joseph Katz Co.'s executive vice president, on "Syndication as a Media Buy." Hotel Lexington, New York, noon-2 p.m.

March 8-11—Audio Engineering Society west coast convention, Alexandria Hotel, Los Angeles.

March 13-14—Texas Assn. of Broadcasters spring meet, Rice Hotel, Houston.

March 15—Radio & Television Executives Society timebuying-selling seminar. Richard S. Salant, vice president of corporate affairs, CBS, Inc., and speaker from advertising agency of one of the major political parties, discuss "The Fall Political Campaigns and Broadcasting." Hotel Lexington, New York, noon-2 p.m.

March 15—Academy of Television Arts & Sciences at New York, forum on educational tv, NBC.

***March 15-17—Electronic Industries Assn.,** spring conference. March 15, military seminar; March 17, government-industry dinner. Statler Hilton, Washington.

March 17-19—Advertising Federation of America Ninth District convention, Cornhusker Hotel, Lincoln, Neb.

***March 20-23—National Educational Television & Radio Center,** meeting of program managers of affiliated stations, KUHT (TV) Houston.

***March 21-23—Canadian Assn. of Broadcasters,** annual convention. Meetings this year will deal primarily with business of association and BMI Canada Ltd. Latter will be open to advertisers and agency executives, but CAB meetings will be for members only. Chateau Frontenac Hotel, Quebec City, Que.

March 21-24—Institute of Radio Engineers national convention, Coliseum and Waldorf-Astoria New York.

March 31—Academy of Television Arts & Sciences forum on "Do They [ratings] Really Know?"

APRIL

April 1-3—Women's Advertising Clubs eastern inter-city conference, Sheraton-Biltmore Hotel, Providence, R.I.

***April 2—Assn. for Professional Broadcasting Education,** Conrad Hilton Hotel, Chicago.

April 3-7—NAB Annual Convention, Conrad Hilton Hotel, Chicago.

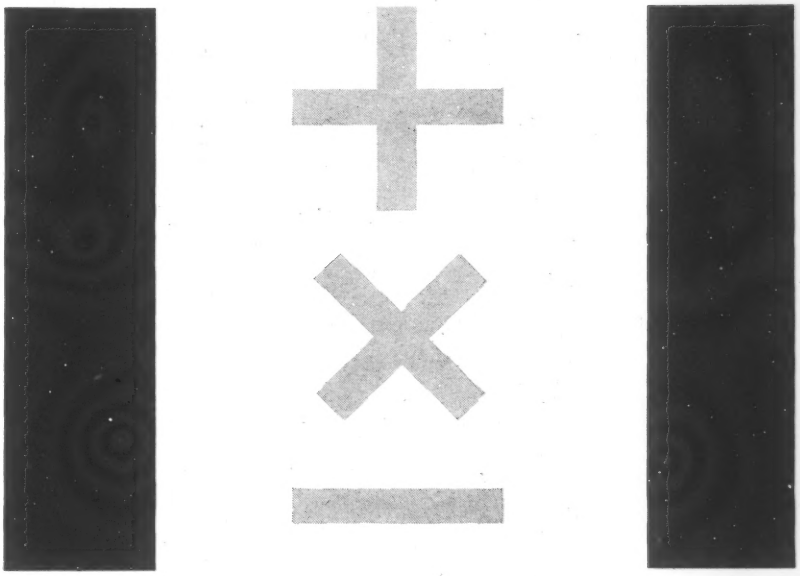
April 4—Academy of Motion Pictures Arts & Sciences annual Oscar awards ceremonies, Pantages Theatre, Hollywood, and broadcast on NBC Radio-Tv networks 10-11:30 p.m. EST.

April 4-7—National Premium Buyers 27th annual exposition, Navy Pier, Chicago. Premium Adv. Assn. of America will hold its annual conference in conjunction with exposition at same site April 5. And the National Premium Sales Executives conducts its sales and distribution seminar April 3. Social highlight: Premium Industry Club banquet April 6. Headquarters for the NPBE: Congress Hotel, Chicago.

***April 5 — Broadcast Pioneers** annual dinner meeting. Sol Taishoff, publisher of BROADCASTING, is chairman of banquet committee. Conrad Hilton Hotel, Chicago.

April 6—Academy of Television Arts & Sciences forum on New York station operations, ABC.

April 13-16—American Public Relations Assn. conference, Greenbrier Hotel, White Sulphur Springs, W. Va.



CALLING ALL MATHEMATICIANS

Suppose you have three TV-media-buying plans for Washington, D. C. One plan involves WMAL-TV and Station B. Plan 2 involves Station B only (horrors!). Plan 3 involves WMAL-TV only (now you're *planning*).

Suppose you prepare schedules for WMAL-TV and Station B, placing them in a file folder tabbed "Plan One." In another folder, tabbed "Plan Two," you place two schedules, both for Station B. In a third folder, tabbed "Plan Three," you place two schedules, both for WMAL-TV.

Then a gremlin sneaks in and mixes the tabs, leaving all folders incorrectly tabbed. Along comes a sterling-type fellow from H-R Television, Inc. You explain the tab mix-up, telling him what each folder contained originally.

He makes you a sporting proposition. "Let me look at *one* folder tab and *one* schedule from its folder and I'll tell you what's in *all* the folders. If I'm right, put Plan 3 into effect."

You think a moment about the odds – and accept. He selects the folder erroneously marked Plan 1. From it you show him *one* schedule. It's for WMAL-TV. Our H-R hero says "The other schedule in this folder is also for WMAL-TV. And the folder wrongly marked Plan 2 must now contain schedules for WMAL-TV and Station B. The remaining folder must contain the two Station B schedules."

He's correct. You put Plan 3 in effect, a smart move anyway. How did the H-R man do it?

(For every correct explanation of the logical steps involved in this solution we'll supply a copy of Dudeney's delightful "Amusements in Mathematics," published by Dover Publications, Inc., New York)

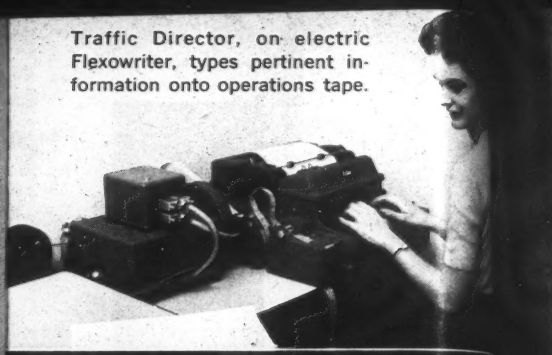
wmal-tv abc

Channel 7 Washington, D. C.

An Evening Star Station, represented by H-R Television, Inc.

Affiliated with **WMAL** and **WMAL-FM**, Washington, D. C.; **WSVA-TV** and **WSVA**, Harrisonburg, Va.

Traffic Director, on electric Flexowriter, types pertinent information onto operations tape.



Completely automated telecasting operations—the first in the industry—were inaugurated in Cincinnati by WKRC-TV at the start of the New Year. The system combines the most advanced knowledge of modern science and engineering, and the skills of men and machinery, to mark a giant step forward in mass communication.

The new operations promise great strides forward in telecasting . . . elimination of visual and audio error by controlled operations, elimination of "lost" air by precision timing, greater use of skilled craftsmen's abilities, relegating routine operation to electronically controlled machinery and equipment, and superior fidelity in reproduction of sound and picture.

Automation . . . the latest milestone in Taft achievements, demonstrates again the enormous growth and vitality of the Taft enterprises, their broadcasting leadership in five important markets, and constant progress in the still growing industry.

Punched tape is fed into "tape readers" which first stores information in master control data storage and processing area, and then actuates electronically timed and coded equipment into any switching operation desired.

WKRC-TV WORLD'S FIRST COMPLETELY AUTOMATED TE

WKRC-TV operations, as well as the completely modernized facilities of WKRC-Radio and WKRC-FM, are housed in a 45,000 square foot, two-floor building, sitting beneath its 523 foot tower atop one of Cincinnati's famous hills . . . overlooking a spectacular view of the busy downtown metropolis, the Ohio River and adjacent industrial towns nestled in Kentucky hills. It is the new home of the Taft Broadcasting Company, a $2,000,000 structure housing the Home Office of Taft properties and the Cincinnati-owned facilities, WKRC-TV, FM, and WKRC-Radio, the pioneer station of the 13 Taft outlets.

Engineer at master control remote camera, controls movements of camera in studio on another floor.

ANOTHER PROGRESS STORY B

WKRC-TV Cincinnati, O. · WKRC RADIO and FM · WTVN-TV Columbus, O. · WTVN RADIO and FM · WBIR-TV Knoxville, Tenn. · WBIR RADIO and FM · WBRC-TV Birmingham, Ala. · WBRC RADIO and FM · WKYT-TV* Lexington, Ky.

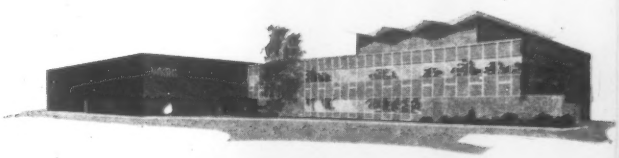
Taft Radio and Television Stations

Sales Representatives: The Katz Agency, Inc., *The Young Television Corp.

TED TELEVISION STATION

On-the-air operation shows announcer facing manless cameras in studio. Before automation, operation required at least three persons in studio with announcer.

RY BY **WKRC** CINCINNATI



YOU
KCAN'T
KCOVER
TEXAS
without
KCEN-TV

M. P. I

also stands for military payroll... the buying power of 6 Central Texas bases zero-ed in on our call signal.

NBC
CHANNEL
KCEN-TV
TEMPLE WACO

BLAIR TELEVISION ASSOCIATES
National Representatives

OPEN MIKE

Orchids for Hawaii

EDITOR: I have read your story on Hawaii with a great deal of interest. I am sure your readers will have a much better idea of Hawaii and its potential after reading this most comprehensive article.—*S. L. Platt, Vice President, Hawaiian Sugar Planters Assn., Washington.*

EDITOR: The comments made in the Hawaiian report are certainly well worth reading, especially the emphasis on the people of all racial groups living together in harmony . . . accurate and most interesting . . .—*Sen. Hiram L. Fong (R-Hawaii).*

[Reprints are available, 20¢ each.—THE EDITORS.]

Collins' broadcast trailer: $17,000

EDITOR: [concerning] the price of the broadcast-equipped Collins trailer [which WKJK Cloquet, Minn., acquired to restore broadcast service less than 72 hours after a disastrous fire Dec. 21, 1959, as reported on page 84, Jan. 11 issue] . . . BROADCASTING Magazine and Collins Radio Co. were victims of a telegraphic fumble.

As you'll note from a Verifax copy of the original telegram, the figure $17,000 appears as the cost of the trailer. But . . . between Cedar Rapids and Washington inflation set in and the telegram at your end of the line [quoted] the cost of the Collins trailer at $27,000. . . .—*Jack Raskopf, Sales Technical Writer, Collins Radio Co., Cedar Rapids, Iowa.*

Free speech cost his job

EDITOR: The impact of your fine publication never ceases to amaze me and consequently, my communique to OPEN MIKE, Jan. 11 issue, has produced some extremely interesting results, not the least of which is a directive to "look for a new job."

The very existence of any disc jockey worth his salt should be to entertain and sell. To suppress a d.j. with stinted music when, in reality, like Tom Eldridge said (OPEN MIKE, Dec. 28, 1959), it should reflect the "personality of the disc jockey" . . . is like eating soup with chopsticks; for results, it just shouldn't be done.

To entertain is a talent. To sell is another. The only real "tool" a d.j. has with which to work is his music and knowledge thereof. All else is superficial, save the sponsor's name and/or product. In order to sell, really *sell*, that sponsor's name or product, the mood of the program should reflect that sentiment. (Like man, "this Fats Domino guy just aint sellin' our caskets," or, "be sure to see Bobby Darrin tonight at the Municipal Auditorium, in person" over Mantovani's "Evening Seranade." Ya know?)

It's as much a sham to thus broadcast as it is for the "big city boys" to accept payola. They are, in effect, one and the same. — *John Arthur, Disc Jockey, KOTE Fergus Falls, Minn.*

FCC hearing coverage

EDITOR: May I take this opportunity to compliment you on the excellent job of coverage of the current FCC hearings by BROADCASTING Magazine.—*Donald J. Wilkins, Vice President, Advertising Federation of America, Washington, D.C.*

Regulation won't cure abuses

EDITOR: Although I have been in Europe for over two years and out of touch with radio and tv broadcasting in America, I read reports of the current investigations and attacks on broadcasting practices which alarm me.

It seems certain that there will be new government regulation of broadcasting practices, but I believe that it is in the interest of the public to oppose such regulation and to minimize this new encroachment on individual liberty as much as possible. The U.S. was founded, and has been populated both before and after the American Revolution, by people who want more personal freedom and less central government regulation than they had known in the old world. Unfortunately, the seeds of too much government were brought along to America and the illusion has grown there that the government is all powerful and all capable, so that when anything is wrong the government can and should do something about it.

Unfortunately, the naive attempt to cure one evil brings on another, which is often as bad or worse than the original. In the Eastern Hemisphere, radio and tv broadcasting is substantially a government monopoly and, in my opinion, this is the principal reason

BROADCASTING

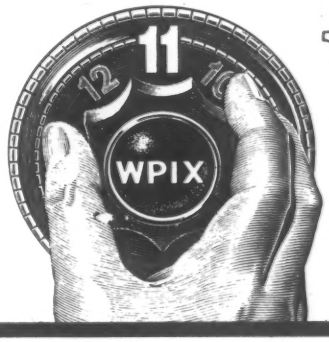
SUBSCRIPTION PRICES: Annual subscription for 52 weekly issues $7.00. Annual subscription including Yearbook Number $11.00. Add $1.00 per year for Canadian and foreign postage. Subscriber's occupation required. Regular issues 35¢ per copy; Yearbook Number $4.00 per copy.

SUBSCRIPTION ORDERS AND ADDRESS CHANGES: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D.C. On changes, please include both old and new addresses.

the prestige independent with network programming!

MEET McGRAW
SAN FRANCISCO BEAT
NAVY LOG
SHOTGUN SLADE
TRACKDOWN
THIS MAN DAWSON
THE CALIFORNIANS
THE HONEYMOONERS
MR. ADAMS AND EVE
26 MEN
AIR POWER
DEADLINE
STATE TROOPER
COLONEL FLACK
SILENT SERVICE
FLIGHT
PANIC
POLICEWOMAN DECOY
IT'S A GREAT LIFE
SPECIAL AGENT 7
YOU ARE THERE
HIRAM HOLLIDAY
BOLD VENTURE
AND 46 OTHER TOP SHOWS

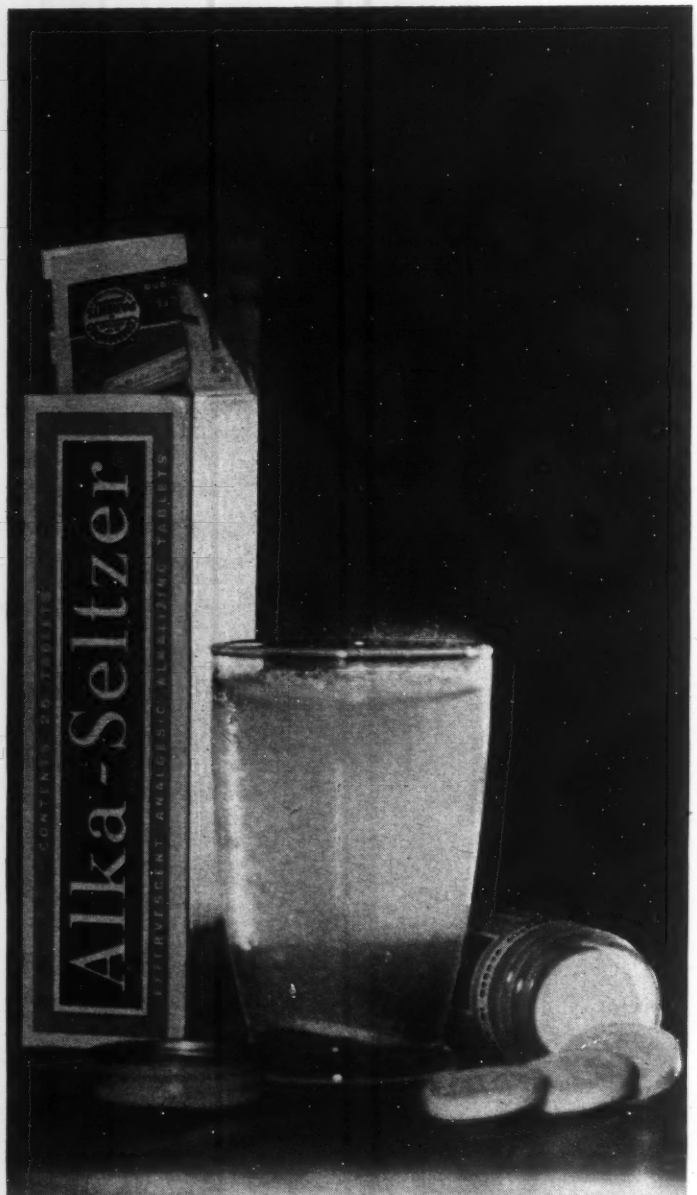
New York *audiences* have learned to expect network quality entertainment *every* night on WPIX-11. *Advertisers* know that of *all seven* New York stations only WPIX offers so many opportunities to place *minute* commercials in *prime evening time* in such network quality programming. This "quality compatibility" obviously best complements and supports your commercial messages. It's one of many reasons why WPIX carries more minute commercials from the top 25 national spot advertisers than *any* other New York TV station*. *Where are your 60-second commercials tonight?*



WPIX *new york*

The only New York independent qualified and permitted to display the *National Association of Broadcasters Seal of Good Practice*

**Broadcast Advertiser Reports*



ADVERTISED IN EASTERN IOWA ON KCRG-TV, CHANNEL 9

Miles Products, Division Miles Laboratories, Inc. is one of many successful national advertisers using KCRG-TV. Channel 9 is a necessary part of effective selling in the Cedar Rapids-Waterloo-Dubuque market. Your Branham Company representative will tell you why. Minneapolis: Harry S. Hyett Co.

ABC
IN IOWA'S NUMBER 1 TV MARKET

KCRG-TV Channel 9

Joseph F. Hladky, Jr., President
Redd Gardner, General Manager
Eugene E. McClure, Commercial Manager

why it has not contributed one-tenth as much to the development of society as the relatively free broadcasting in America. . . .

I do not challenge the claims that there are certain evils in American radio and tv broadcasting which should be corrected. I challenge the idea that the U.S. government is best prepared to enforce correction. In my opinion, the industry itself can do a better job, and to do it, should have a greater consciousness of its responsibility for the public welfare. . . . *Victor J. Andrew, Chairman of the Board of Directors, Andrew Corp. (Chicago), Vadus, Liechtenstein.*

Station cost analysis

EDITOR: Please send one reprint ["Madison Ave. to Main St." May 14, 1956, station cost breakdown] . . .—*Mike Laurence, WMGM New York.*

EDITOR: . . . send one reprint . . . —*George Vaught, KWEL Midland, Tex.*

EDITOR: . . . send one reprint . . . —*C. C. Andrews, Program Director, KICD Spencer, Iowa.*

EDITOR: . . . one copy . . . —*Thomas S. Potts, WDNG Anniston, Ala.*

[Limited number of reprints available, 5¢ each.—THE EDITORS].

PLAYBACK

Quote worth repeating

Hoover on indecency

A few television producers try to see how much indecency the public will stand for, J. Edgar Hoover, FBI director, has said in commenting about the spread of obscene literature. Mr. Hoover made his remarks in the January issue of the FBI Law Enforcement Journal. *He said:*

Despite the splendid public service rendered daily by the overwhelming majority of advertising and entertainment executives, a small group of opportunists in these industries are degrading America and its youth. Our young people are literally bombarded with vulgar motion picture advertisements in some newspapers; certain movies have too often made good on provocative promises in the advertisements; and profanity and rapacity are the main ingredients of more and more screen offerings. A few television producers, too, sometimes break through the veil of decency as if some of them were trying to see just how much the public will stand. Recently we have seen considerable publicity concerning certain elements in this medium who have sacrificed scruples on the altar of monetary gain.

. . . Tomorrow I start the cure. But today . . . today I celebrate . . . just bought Adventure Radio, WERE, Cleveland . . . the station all the big Cleveland shuper . . . 'scuse me . . . supermarkets buy . . . like Fisher Foods . . . Kroger's, Pick-N-Pay, and A & P. Heard that local boys make good on WERE, Cleveland. Speaking of locals . . . just put me on the 5:20 boys, I'll make it from there. WERE Adventure Radio in Cleveland.

WERE

REPRESENTED BY VENARD, RINTOUL, AND McCONNELL, INC.

MONDAY MEMO

from **PHILIP D. ARCHER,** *media supervisor, Knox Reeves Adv., Minneapolis*

Give summer dollar's worth—or lose it

We have been called upon enough in the past few months to defend the use of summertime television against the pressures of print media so that without help from the station operators and networks, the industry is going to lose the war instead of a few battles. Television has lost battles—and stands to lose more without immediate corrective measures.

Not long ago a very well conceived presentation by a newspaper representative succeeded in proving to an echelon of one of our client organizations that he should switch his television money into print. A year-around advertiser with quite heavy summer television expenditures, the client was on the verge of going into space after being shown figures on a severe loss in summertime viewing combined with constant time costs versus continuing high levels of newspaper circulation. He made the error of using overall set-usage figures. By breaking down day-part usage we were able to save spot television, confining our purchases to periods of less drastic viewing loss or equivalent (in the case of late night viewing) viewing periods.

This case doesn't help us or the client. We couldn't use prime time where our audience was greater since our efficiency was lousy. Even if efficiency was down, it was the best available time and we wanted television to sell the product. If we can't sell without reaching customers, who wins in an over-crowded late night period—television or newspapers?

The Temptation • If we weren't convinced of television's ability to sell in this case, we would have gone the easier way—into newspapers. Another product, another day; maybe another case or another but better newspaper pitch, would have changed the decision. Some day the American Newspaper Publishers Assn. and its advertising bureau are going to wake up.

I can cite another instance of a sizable advertiser who flatly refused to use television in summer. Only by lightening up his print weight in summer were we able to save a fund for a fall-winter television campaign. Sales for this particular product could be just as easily induced in summer as in winter if costs were in line with resultant audience yield.

Why not make it that way? Woo and preserve not only the heavy summer spenders, but also level out the year-around non-seasonal advertisers who do have a choice by seasons in what media their dollars go.

No one can claim his station's revenue is nearly as high in July as in mid-winter or that his audience is—but in 99% of the cases his rates are the same. Without revenue, of course, programming suffers and as Tom Adams of Campbell-Ewald pointed out in his MONDAY MEMO (Nov. 30, 1959) reruns and poor substitute programming compound the felony.

Philip D. Archer is on his second time around at Knox Reeves. He first joined the Minneapolis agency in 1948 as media buyer, left in 1952 for a sequence of supervisory media positions with Gardner Adv., St. Louis; Leo Burnett Co., Chicago, and Campbell-Mithun, Minneapolis. He rejoined Knox Reeves in 1958. The Archers have four children, enjoy vacationing at Big Elbow Lake, Itasca, Minn.

Regaining Revenue • As a giant step forward in regaining revenue and audience (or to be really negative, to prevent further losses) concrete and instant action must be instituted. Broadcasters can't take a four-month vacation from the problem—hell, the coal dealer couldn't sell his product in the summer either, but he found a product that he could: ice and barbecue charcoal.

A product that will sell is a product that the advertiser knows is priced right. In these days of competitive selling and buying he's got to get his money's worth.

No, don't cut your rate card. There is another way to do it.

Face the facts and sell positively a medium that recognizes its values. Tack on a discount for buying those weak periods.

You know your station, market, daylight time, viewing etc. If your audience is down 40% from 5-7 p.m. over a four or five month period as against the rest of the year, give it. If it's 20% daytime or prime time, show a card with a 20% discount, or else use the time for public service—and read your advertisers' four-color ads in the newspapers and magazines.

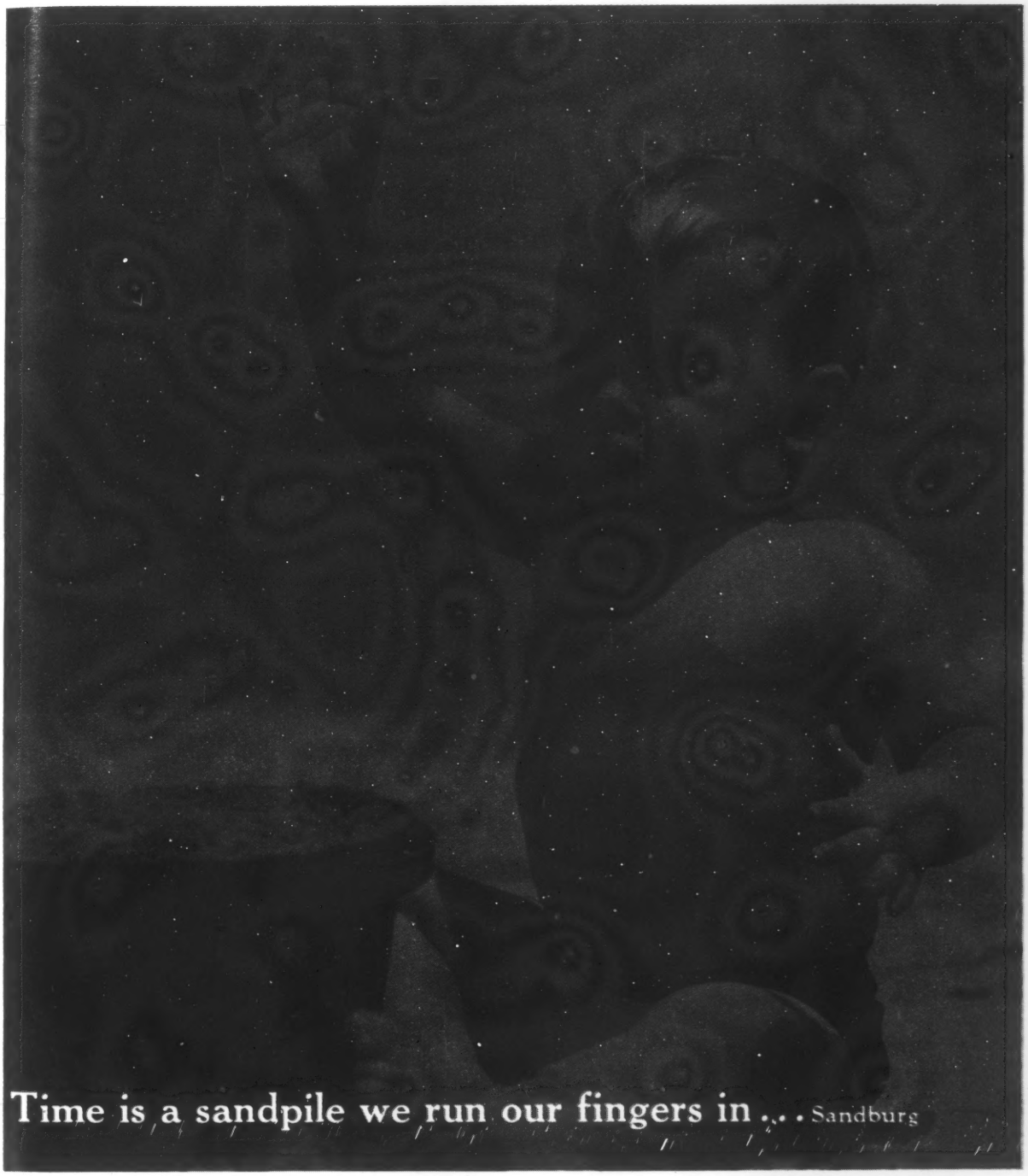
CBS and Crosley have made some effort towards this.

But a 52-week discount isn't the answer either—there are plenty of 52-weekers all right, big ones who run ten a week all winter and one a week all summer. Remember there are a lot of them around who can't afford 52 weeks —the ones you threw back because they weren't big enough—who are swimming up to their gills in print.

High Winter Rates • Don't raise your winter rates to adjust for the summer discount. Winter rates are too high now.

Why not avoid that dull, depressing summer slump? There is a way to change the frantic rat-race of advertisers who have been counting their long green all summer and are just waiting for the fall scramble of viewers and customers back to the tv set—and their own commercials—when the screen is bright again.

A plea for seasonal tv discounts



The value of TIME is our use of it. Thus, productivity becomes the significant indication of our TIME'S worth.

At WBAL-TV in Baltimore, productivity is our principal orientation. We seek to use our TIME well by employing good creative talent, good judgment and good taste to produce the kind of programs that *people* watch.

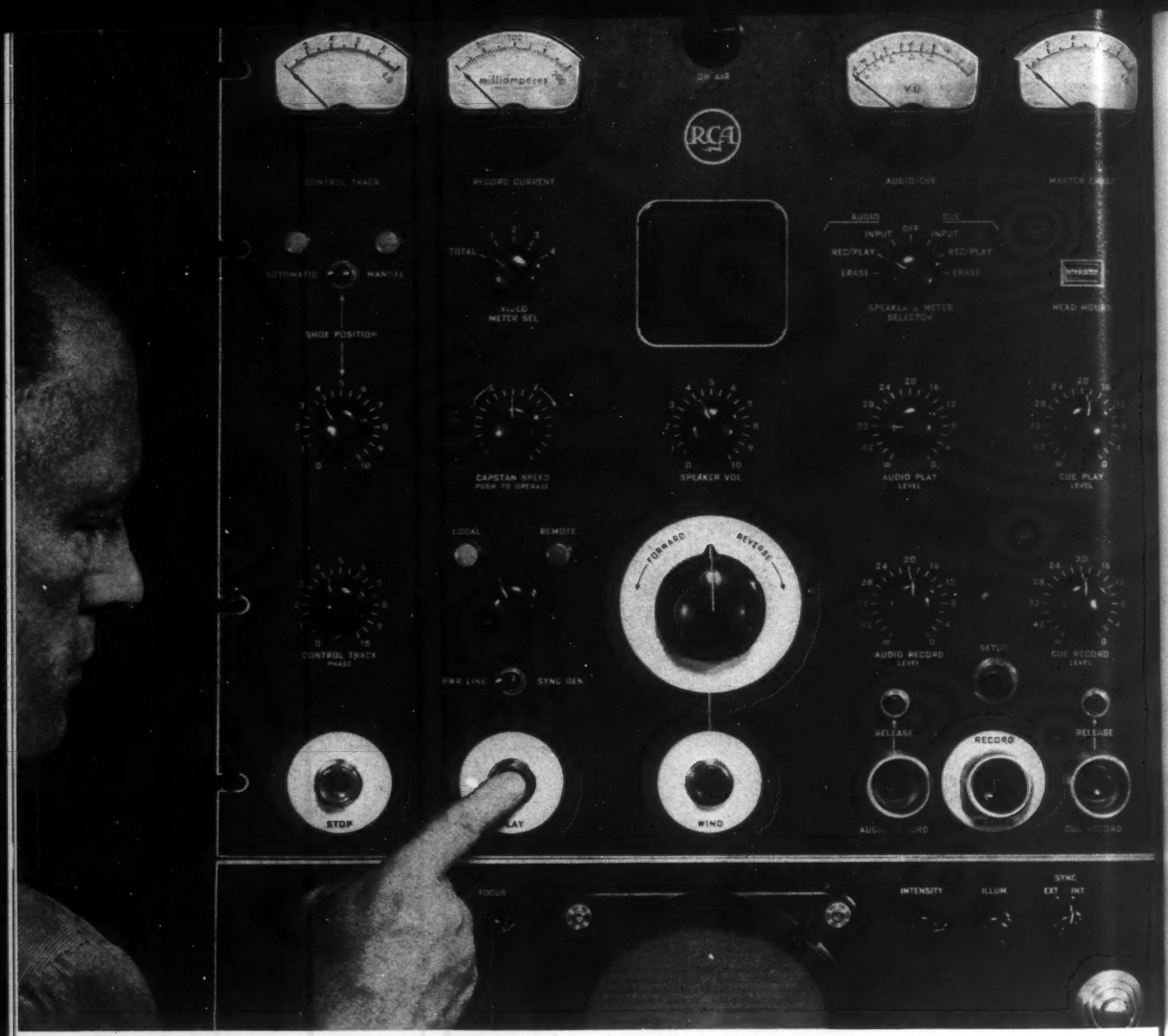
With many award-winning public service features to our credit, and with over 75 live local shows each week, the variety, quality and interest of our regular schedule is not easily matched. Every minute of our day is planned with care and consideration for our public responsibility and executed with the attention of professional excellence. Audience and sales follow naturally this healthy pattern of productivity.

"TIME is a sandpile we run our fingers in," the philosopher says. At WBAL Television 11 in Baltimore, we cup our hands tightly.

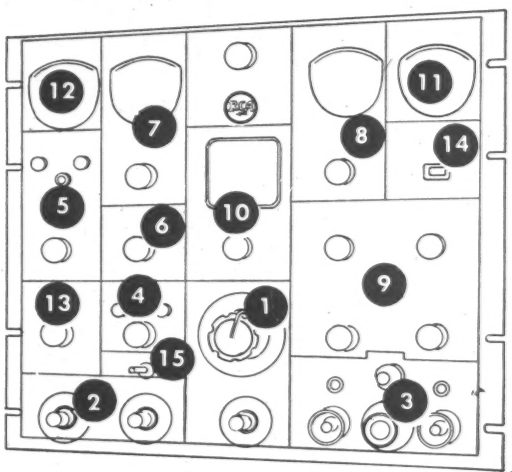
NBC Affiliate/Channel 11/Associated with WBAL-AM & FM.

WBAL-TV BALTIMORE

Nationally represented by Edward Petry & Co., Inc.



The central control panel of the RCA TV Tape Recorder puts all operating controls at your fingertips. Major control features are illustrated on the panel, zoned in 15 areas as follows: (1) Variable Speed Rewind; (2) Single Control Playback; (3) Independent Control of Video, Audio and Cue Record; (4) Local-Remote Operation; (5) Automatic Shoe Position Control; (6) Capstan Speed Control; (7) Video Head Current Indication; (8) Multi-Purpose Meter/Speaker Selector; (9) Independent Audio/Cue Record and Playback Level Controls; (10) Built-In Monitoring Speaker, and Speaker Volume Control; (11) Master Erase Current Meter; (12) Control Track Current Meter; (13) Control Track Phase Adjustment; (14) Head Hour Meter; (15) Sync Selector.



ASK ABOUT THE OTHER VITAL REASONS WHY IT PAYS TO "TAPE IT RCA"!

RCA

Tmk(s)®

RCA SERVES BROADCASTERS THROUGH ELECTRONICS

15 features at your fingertips... with RCA TV TAPE CONTROL CENTRAL

All operating controls on a single 19" x 17" panel!

1. **Variable Speed Rewind**

   Fast forward, fast reverse. Rewinds 90 minute reel in 4½ minutes. Rapid cue any point on tape. Tape speed can be varied until audio or cue channel becomes intelligible.

2. **Single Control Playback**

   A single push button activates playback functions. Automatically stops at the end of the tape. A stop button is provided for manual operation.

3. **Independent Control of Video, Audio and Cue Recording**

   A set-up switch activates all electronics, placing the recorder in operation without running tape through. This enables operators to checkout circuitry prior to recording or playback.

4. **Local-Remote Operation**

   Selector switch delegates basic record/playback functions for local or remotely controlled operation.

5. **Automatic Shoe Positioning**

   The tape shoe position is automatically controlled during playback to prevent skewing effects. In the record mode, operation is electrically switched to *manual*—head-to-tape pressure can be adjusted using calibrated dial.

6. **Capstan Speed Control**

   Manual override of normal operating speed to permit synchronization of two machines.

7. **Video Head Current Indication**

   Switchable to indicate recording current in each of the four heads or total current in the head assembly. Permits quick diagnosis of performance during recording.

8. **Multi-Purpose Meter/Speaker Selector**

   Provides instantaneous check of input, record and play functions, and erase in either audio or cue channels.

9. **Independent Audio/Cue Record and Playback Level Controls**

   Standard RCA broadcast audio amplifiers associated with these controls are interchangeable.

10. **Built-In Monitoring Speaker, and Speaker Volume Control**

    For monitoring audio or cue channel input, record or playback output. Built-in RCA BA-24 Broadcast Monitoring Amplifier will also drive external speaker.

11. **Master Erase Current Meter**

    Shows master erase circuit is operating by indicating current in master erase head.

12. **Control Track Current Meter**

    Provides continuous indication of current in servo-control track head.

13. **Control Track Phase Adjustment**

    Dual control provides coarse and vernier adjustments. Coarse adjustment is for slipping any of the four heads on to any given recorded track. Vernier adjustment is for centering the heads precisely on that track.

14. **Head Hour Meter**

    Indicates number of hours on video heads during *actual* recording and playback.

15. **Sync Selector**

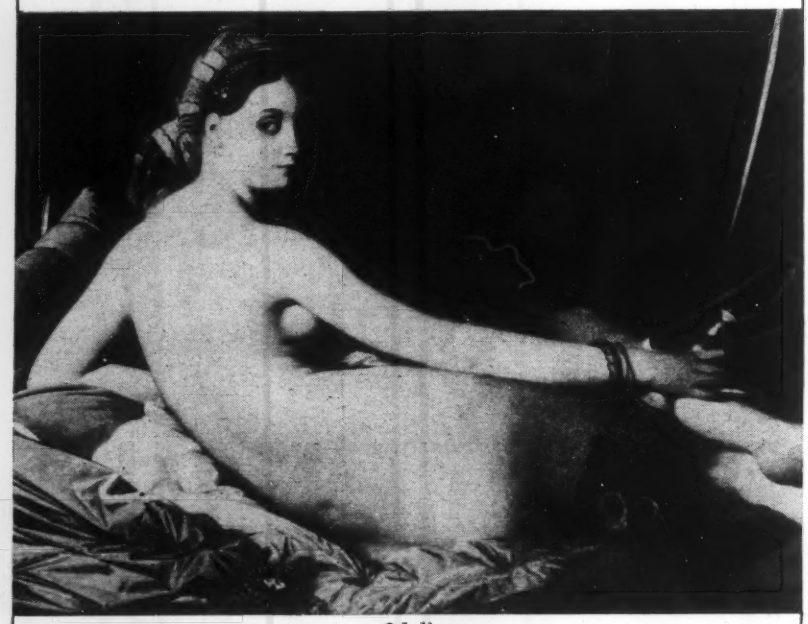
    For locking equipment to power line or local sync generator.

Such outstanding operating features assure the most efficient utilization of television tape equipment, reducing operating and maintenance costs. And there are many other reasons why RCA TV Tape Equipment will prove right for your requirements. So don't settle for less than the best. See your RCA Representative, or write to RCA, Dept. CE-22. Building 15-1, Camden, N. J. In Canada: RCA VICTOR Company Limited, Montreal.

RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT • CAMDEN, N. J.

"So I told this time buyer"...



Odalisque
INGRES (1780-1867) — French School

Put your advertising dollars on the No. 1 radio station in Houston . . . K·NUZ*

. . . lowest cost per thousand!

*See Latest Surveys for Houston

24 HOUR MUSIC and NEWS

National Reps.:
THE KATZ AGENCY, INC.
• New York
• Chicago
• Detroit
• Atlanta
• St. Louis
• San Francisco
• Los Angeles
• Dallas

IN HOUSTON,
CALL DAVE MORRIS
JAckson 3-2581

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Intellectually alert, vitally associated with man's creative efforts and with the many treasured moments of those who stop to look and listen—like each of our stations...a "Metropolitan" personality.

METROPOLITAN BROADCASTING CORPORATION

205 East 67th Street, New York 21, New York

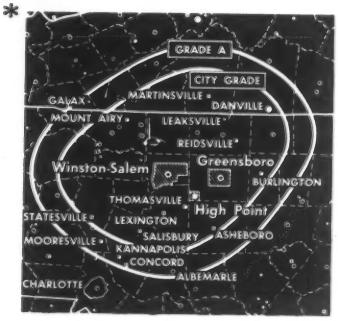
WNEW-TV New York

WHK AM-FM Cleveland

PROOF:

WSJS Television's *City Grade* coverage saturates fourteen cities, each with over 6000 population, in North Carolina's biggest Metropolitan market. These fourteen cities are located in the rich industrial Piedmont—North Carolina's first market buy with WSJS Television.

*



WSJS television

Winston-Salem / Greensboro

MST

NBC

CHANNEL 12

Headley-Reed, Reps.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

January 25, 1960

Vol. 58 No. 4

MEANINGFUL SEAL TO BACK TV ADS?

FTC's latest attack leads admen to plug for official seal to bolster public's confidence in television advertising

The idea of a tv industry "Seal of Approval" to back up advertising on the air—bandied about behind closed doors for some time—came out in the open with surprising vigor last week.

The development came in the aftermath of new Federal Trade Commission complaints of false advertising leveled at four tv advertisers and their agencies (BROADCASTING, Jan. 18).

An open invitation to set up such an advertising seal plan came from advertising practioners, obviously angered by the charges that commercials were rigged by the use of production devices and from a broadcaster who revised his earlier plan for an expanded Tv Code Board.

The agency executives were Fairfax Cone, chairman of the executive committee, Foote, Cone & Belding, and Ted Bergmann, president of Parkson Adv. The broadcaster: Roger W. Clipp, Triangle Stations, a former chairman of the NAB Tv Code Review Board who once before had unsuccessfully sought an industry tv seal of approval for commercials.

Starts at NAB • All three agreed that NAB and its Tv Code Review Board were the logical starting places for a broadcaster-operated unit that would clear commercials before they appeared on the air.

A major impetus to the desire for self-policing was advertiser fear. Agency executives both publicly and privately expressed concern that viewers, already confused by charges ensuing from rigged quizzes and payola and now being buffeted by headlines alluding to "phony commercials", would lose confidence in the advertising and subsequently in the product advertised.

Mr. Bergmann heads an agency that bills $16.5 million in television, nearly all of it on networks. Mr. Cone's agency handles some $40 million in the broadcast media, a substantial portion of it in tv.

All of the proposals are simple in approach. They suggest that broadcasters—Mr. Cone's recommendation is for other media as well—through the most accessible channel available to them pass on the acceptability of advertising before it is telecast.

The plan would be workable, they say, because the amount of questionable advertising is not very great though

FTC plans woodshed for guilty media, too

A new approach in determining responsibility for deceptive advertising has been taken by the Federal Trade Commission.

The finger of responsibility is pointing to the media which carry the misleading advertisement—radio-tv, newspapers or periodicals. This was made known by FTC Chairman Earl W. Kintner, who announced:

• If a medium participates in the preparation of a deceptive advertisement, the FTC will proceed against it as well as the advertiser and the agency and, as in some recent instances, against the account executive too.

Mr. Kintner made his remarks in a television program, *Capitol Headlines*, scheduled to be broadcast last night over WPIX (TV) New York. The FTC chairman was interviewed by Rep. Emanuel Celler (D-N.Y.).

If Hands Are Sticky • Broadcasters, including networks, have up to now been looked on as conduits, Mr. Kintner said, and have not been held responsible for false or misleading commercials. But, he added, if they participate in the preparation of deceptive materials, the FTC may consider proceeding against them.

Mr. Kintner has referred a number of times in recent months to the "moral responsibility" of broadcasters and all other media to clean up deceptive advertising. Only last week, however, he told BROADCASTING that where an advertising medium has a hand in actually preparing false and misleading copy "it may well have a legal responsibility in that respect."

He added: "I would hope that our program for cleaning up advertising, and this is merely my personal hope, could be obtained without the necessity of citing any of the media."

At the same time, Mr. Kintner stated there still remains a responsibility that the medium check into the validity of advertising claims.

Primarily, Mr. Kintner said, the advertiser and the agency ought to bear responsibility for the truth of claims.

More Payola Action • In his WPIX appearance, Mr. Kintner denounced as "commercial bribery" the payola situation. He promised more complaints, in addition to the 27 already filed against record manufacturers and distributors.

Mr. Celler deplored the "prevalence" on radio and tv of commercials

FTC's KINTNER
Aims at all involved

which "constantly interrupt cultural and educational programs with references to deodorants, cigarettes and headache pills." The Brooklyn Democrat also expressed the belief that payola may be contributing to the rock 'n roll craze. "We must move to set our music free," he exclaimed.

Clipp renews Tv Code 'preview' proposals

MR. CLIPP

Here is the text of a letter sent last Thursday by Roger W. Clipp of the Triangle Stations, former head of the NAB Tv Code Review Board, to the general managers of all U.S. television stations (see story page 33). In it he spells out anew his arguments for expanding the Code Board's functions so that it would preview television commercials and programs, and also answers the reasons cited by the NAB Tv Board when it rejected the proposal the first time (BROADCASTING, Dec. 7, 1959):

Dear Sir:

Television and television advertising are still under attack from every quarter. Now that Congress is in session, we may rest assured that restrictive legislation will grow out of the charges of deceptive advertising, objectionable copy, and dishonest representations—unless we take action to correct these abuses. To be sure, some effort has been made to correct these abuses, but results have not begun to provide the complete answer to criticisms leveled at television.

The Code has now been enlarged to prohibit deception in television quizzes: We have paraded the contributions television has made to our culture; some of us have been critical of newspapers and other competitive media in the hope that this will help our cause. In the meantime, one publication has been boosting its lineage at our expense. They say "our advertising is believable, because it carries a guaranty seal." That publication is *Good Housekeeping* magazine. In a series of full page advertisements, *Good Housekeeping* cites a Schwerin study which reports the effectiveness of tv advertising is increased by as much as 32 % when the *Good Housekeeping* seal is added.

Television already has its own guaranty seal—the seal of the Tv Code. But it applies only to stations—and not all of them at that. No advertiser can earn it; no program can earn it.

A Suggestion • I have made the suggestion that the scope of the Code be enlarged, and that the Code seal be displayed on programs and commercials meeting its standards. The NAB Board has not reacted favorably to this suggestion. Two objections have been raised—that it would cost too much, and that previewing commercials would be tantamount to censorship.

The censorship charge is untrue and is intended to divert attention from the basic issue. No one questions the right of a station to reject tv commercials after they are made; why not exercise this right at the story board level?

If previewing is censorship, so is post-viewing by the Code Board's monitors, and the basic issue has become obscured in the murky depths of semantics. It was, and is, my contention that such a project can be undertaken at a cost of no more than $250,000; that these funds are presently available, and that their use would restrict only non-essential phases of NAB operation.

The basic question is clear—is the Code to apply to programs and advertising, or is it to apply only to us?

Increased Costs • There is one other aspect to this problem which should concern you. *Mediascope* December issue reports spot costs have increased 12.3% from October 1958 to October 1959.

If we are to compete effectively, we must continue to improve the advertising efficiency for which television is noted. If the use of a guaranty seal can increase effectiveness by as little as 20%, an advertiser would get the equivalent 12 spots for the price of 10.

Remember that Congress is now in session. Out of this session is bound to come legislation to control television abuses unless we act now. If you feel that the Tv Code function should be enlarged to cover programs and commercials I hope you elect to say so and write to Harold Fellows or to your representative on the Tv Board.

The president of the NAB could appoint a committee to study this plan. The committee could make a swing across the country for a series of broadcaster meetings. Out of these meetings could come a refinement of this plan—or a totally new plan. Unless we act now, however, the Congress will act for us.

the benefits to be reaped would be substantial. The logical place to implement it, they agree, is through NAB's code board.

Mr. Bergmann said he would expect advertisers to go along "gladly". This sentiment was seconded by Mr. Cone, who also felt that tv should find a means acceptable to the industry because "it is tv that is under attack."

Questioned as to the NAB Tv Code Board's position, Chairman Donald H. McGannon (Westinghouse Broadcasting Co.) said he believed the board would "welcome" any fresh idea. But, he cautioned, it is one thing to suggest a plan and another to translate it into an effective and practical operation.

Cost a Factor • NAB, at the time Mr. Clipp made his initial suggestion, apparently felt that the plan would prove costly, necessitating a large increase in staff and facilities. Stations, already contributing to several trade organizations, would find themselves assessed with a sudden additional boost in fees.

Mr. McGannon said that he was not aware that a seal of approval idea had ever come up "formally" before the code board and, though he personally could see the proposal as one containing many ramifications, it was possible that NAB and the Tv Code Review Board might wish to give it "substantial study".

Clipp's Campaign • Mr. Clipp, whose earlier drive to expand code board functions to include previewing both commercials and programs was rejected by the NAB Tv Board (BROADCASTING, Dec. 7, 1959), renewed his campaign in a letter to the general managers of all television stations late last week (text of Mr. Clipp's letter is printed above).

In it the former code board chairman stressed that television is threat-

Cunningham: tv should assume full control

John P. Cunningham, board chairman, Cunningham & Walsh, was prepared Friday (Jan. 22) to propose publicly that the networks and stations assume full programming responsibility of tv.

Attached to this is a recommendation that an industry-wide study of tv be instituted which would regard the public interest as the principal yardstick.

These same proposals along with the opinions of Mr. Cunningham and other agency executives of stature in tv advertising were explored earlier in an article that questioned whether or not agencies would yield to the publishing concept of tv programming (BROADCASTING, Jan. 18). That status report found a hard core among many of the major tv advertising agencies resisting any wholesale movement toward complete network program control, though a minority appeared confident that a system removing tv advertisers from any program influence could prove workable.

In an address prepared for the Cleveland Advertising Club, Mr. Cunningham also asked that critical judgments of tv be withheld "until the new season starts in October," noting that he was "optimistic enough to believe that this coming decade of the sixties may produce some great new editors of the airwaves."

Honorable, But . . . • Up to now, said Mr. Cunningham, tv programming has been "in the hands of commercial men; honorable men but certainly not great imaginative editorial leaders." In predicting an appearance of "the Horace Greeleys of the spectrum, the William Allen Whites of the ether," Mr. Cunningham commented:

"Let us hope that the businessmen, to whom has been given a franchise on airwaves (that belong not to them but to the people), recognize that along with editorial responsiblity goes editorial integrity and editorial leadership."

If the Hoover Commission-type study conducted by the "industry" (including all facets of the tv business as well as laymen) recommends the publishing concept as being in the public interest, then Mr. Cunningham asserts a system could be devised whereby an advertiser would buy a block of commercials which would be rotated to ensure an average rating. Two things standing in the way of immediate network assumption of editorial responsibility, according to Mr. Cunningham, are advertiser long-term contracts and "the time necessary to develop new creative ideas."

Qualifications • These are the qualifications he'd put in any publishing concept: networks would permit exclusively-sponsored shows to be sponsored as long as the advertiser desires; the advertiser would be notified in advance when and on what program his commercials will appear (unlike the British system under which advertisers ostensibly do not know the exact time spots in which their commercials will be rotated). He averred that the advertiser "should have limited rights to shift his commercial." A commercial for a ladies' shaver, he observed, "should not be on a sports show."

Mr. Cunningham declared that advertiser notification of this kind is not necessary in publications because editorial and advertising are "clearly divorced." He said, "If magazine advertising were like tv commercials, it would be just as if in the middle of a story or article there came an interruption—in the same type—saying, 'and now we would like to say a few words for Buick automobiles.' Tv advertising will never be as separable from the editorial matter as print is—so the tv advertiser must always have some control over just what editorial content his product is associated with."

MR. CUNNINGHAM

In his speech, Mr. Cunningham also reiterated proposals he has made before, including among other things a nationwide educational channel. This, he asserted, "must be cleared" in the 1960s.

He noted that the power of tv to inform was displayed during the visit to the U.S. of Soviet Premier Khrushchev when "for the first time in history" people were able to form their own opinion of a world leader. If there were no tv, concluded Mr. Cunningham, "many fewer people would have an opinion and that opinion would not be their own but one filtered through the minds of reporters—and very often the deliberately-warped headlines of the few irresponsible newspapers."

ened by restrictive legislation despite the best efforts made to date, and noted that *Good Housekeeping* Magazine is "boosting its lineage at our expense" through ads asserting that tv sales effectiveness is increased by as much as 32% when it carries the Good Housekeeping Seal. He also offered answers to reasons cited by the NAB Tv Board for turning down his proposal the first time.

Funds Available • Mr. Clipp estimated his plan could be started for no more than $250,000—and said these funds are available—and could be maintained at an annual cost of not more than $250,000 more than is currently allocated to the Code Review Board.

He estimated 15 additional people could handle the previewing job. Not more than 200 or at most 250 spot advertisers are on the air at any one time, he estimated. Of these he said no more than 20% will have advertising that is subject to question. This would mean 40 to 50 commercials that would have to be looked at carefully—and he expected, presumably on the strength of his own experience on the code board, that not more than about half of these, or 20 to 25, would be the subject of extensive argument and, therefore, extensive review.

As for network commercials, he argued that it would not be necessary to have code people on the network continuity acceptance staffs. Rather, he said, continuity acceptance officials might be "deputized" by the code board and instructed to approve code seals for all commercials found to meet code board standards.

Although Mr. Clipp did not say so, in actual practice network continuity acceptance departments frequently are called upon for their opinions on commercials intended for national spot rather than network use.

At the local level Mr. Clipp's plan

MR. BERGMANN
Likes on-air promotion idea

was said to envision similar "deputizing" of local station continuity acceptance or comparable executives. These would clear for use of the seal all commercials which were clearly unobjectionable, but would refer to the code board staff those which seemed questionable.

The objective would be to reach a point where commercials—and programs—would not be used unless they carried the code seal. As a practical matter, however, it was deemed possible that for an interval—say six months, while advertisers, agencies and stations were getting accustomed to the mechanics—the airing of non-seal commercials would be permissible.

The Other Strategy • The Bergmann proposal falls into parts: clearance by a central unit—probably an expanded NAB Code Board—of commercials before they are shown on tv and a station's on-air promotion.

Commercial clearance would be accomplished by the setting up of standards by the tv industry itself. If deemed workable, advertisers "cleared" by the code unit could show the seal at some point in the commercial. Or, there could be other methods—such as showing the seal on air during some part of the day.

In any event, Mr. Bergmann recommends that the stations join in an on-air promotional campaign telling the public that it can have confidence in advertising and claims made on station facilities.

It is this phase of his proposal which appeals most to Mr. Bergmann. For he sees it as holding the most promise to achieve an objective. This objective, he explains, would be to:

- "Help destroy growing public skepticism by making the public aware of the machinery set up for their protection."
- "Negate the attack on television by other media and organizations."
- "Restore the confidence of the advertiser in the medium and avoid further government regulation."

The station's promotional announcement not only holds the most appeal for Mr. Bergmann, but is the area to which he has given his more serious attention. For example, the agency executive has composed this proposed wording of an announcement:

"An important announcement from the management of station XXXX: No product or service may be advertised over the facilities of this station prior to a thorough examination of the product or service and the claims made for it. Therefore, you may purchase any product or service offered to you on station with complete confidence."

As for local advertising, Mr. Bergmann does not feel this would present a difficult problem. Station management by practice has availed itself of such organizations as the Better Business Bureau for advice on local advertising which may appear questionable.

With an NAB clearing unit, local operators also would have access to its counsel, and he says, "there is common sense." Most questionable claims can be checked out easily by management itself—and, in fact, he makes the point that station management already does this daily in its operations.

MR. MCGANNON
'Welcomes' any fresh idea

On the network level, Mr. Bergmann says, there are built-in safeguards in the routine checking made by continuity acceptance. At the networks, he observes, advertisers submit storyboards and scripts—later film and final scripts—for network clearance. But national spot—unless the advertiser seeks network acceptance anyway (on the basis that the advertising could be placed on network-owned stations)—has no such general clearance before placement on the air.

Solve Own Problems • Earlier last week in a Chicago speech (see page 38) Mr. Cone had directed his remarks to newspapers, asking them to pass judgment on advertising submitted to them. He said that "when affidavits are insufficient to settle an issue, as in the case of the cigarette counter-claims, these could be referred to a new division of the Bureau of Advertising, set up for this purpose." He explained, however, that it's "not a big job that has to be done. . . . I think there is relatively little advertising that needs more scrutiny than it now receives."

Said Mr. Cone: "But even this little

Toilet goods group urges pre-screenings

Invitation to toilet goods manufacturers to have their tv commercials screened before use by the board of standards of the Toilet Goods Assn., was issued last week by S.L. Mayham, executive vice president of the association.

In a bulletin to TGA members, Mr. Mayham said that the services of the standards board are available for prechecking advertising claims and programs as well as labeling. This service was extended to cover non-TGA members several months ago. He said the standards board was prepared to scan tv spots and commercials, but that screenings must be arranged in New York. The 20-year-old checking service, he emphasized, is completely secret and reports and recommendations are treated in confidence between the advertiser and the TGA board. Mr. Mayham noted that no labeling or advertising copy which has been reviewed and cleared by the board has ever been the subject of a complaint by the Federal Trade Commission or the Food & Drug Administration. The standards unit has been in operation for more than 20 years, he said.

MERRY MID-DAY!

Noontime's a merry time for wives and mothers (naptime for kiddies) . . . time when thousands of Central Iowa housewives relax and raise the curtain on WHO-TV's popular Family Theatre.

Family Theatre's playbill is always full of hits from the immense WHO-TV film library*. . . offering the advertiser *(at amazingly low costs)* a large, loyal audience of Iowa's biggest spenders. NSI puts Family Theatre head-and-shoulders above competition—*No. 1 in 30 of 40 quarter hours surveyed, Monday-Friday (Noon-2 p.m.)!*

Ask your PGW Colonel for availabilities in Family Theatre — one of many "station time" success shows on WHO-TV!

• • • • • • • • • • • • • • • • •

**MGM Package ★ WARNER BROTHERS "Vanguard" ★ "Showcase Package" ★ NTA "Dream," "Champagne," "Lion" ★ SCREEN GEMS "Sweet 65" ★ HOLLYWOOD TELEVISION SERVICE "Constellation" ★ M and A ALEXANDER "Imperial Prestige" ★ PARAMOUNT LIBRARY and others.*

• • • • • • • • • • • • • • • •

NSI SURVEY
DES MOINES-AMES METROPOLITAN AREA
(November, 1959)

FAMILY THEATRE — FIRST PLACE QUARTER HOURS		
	Number Reported	Percent of Total
WHO-TV	**30**	**75%**
STATION B	10	25%
STATION C	0	0

WHO-TV is part of Central Broadcasting Company, which also owns and operates WHO Radio, Des Moines WOC-TV, Davenport

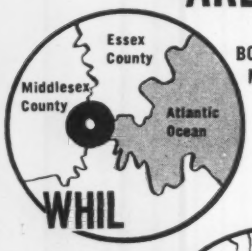
WHO-TV

Channel 13 • Des Moines

NBC Affiliate

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager
Peters, Griffin, Woodward, Inc., *National Representatives*

WHERE IN THE U.S. ARE YOU?

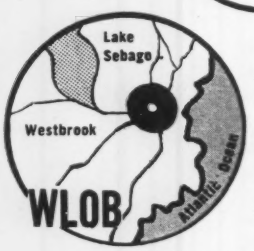


BOSTON - MEDFORD, MASSACHUSETTS

Reaching over 2,500,000 listeners

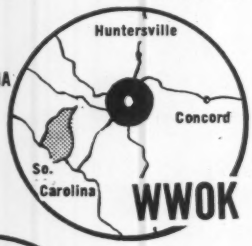
WARE - WORCESTER - SPRINGFIELD, MASSACHUSETTS

Reaching over 500,000 listeners



PORTLAND, and the STATE OF MAINE

Reaching 950,000 listeners, in association with the Lobster Network



CHARLOTTE, NORTH CAROLINA

Reaching over 480,000 listeners

NEW ORLEANS, LOUISIANA

Reaching over 1,300,000 listeners

From New England to New Orleans,

THE INFLUENCE OF A

TARLOW TOWER

REACHES OVER

5,730,000 PEOPLE

WHIL, WWOK, WJBW, WLOB — National Rep.: Richard O'Connell Co.
WARE — National Rep.: Breen and Ward Co.

TARLOW ASSOCIATES
SHERWOOD J. TARLOW, PRESIDENT

that is suspect should either be cleared or thrown out—by newspapers, magazines and broadcasters alike—for the sake of us all."

Media, he said, "can do almost everything that is necessary to get rid of them [improper claims] so far as legitimate media are concerned." The advice: "I think they [media] must look at certain highly controversial, competitive claims and say to the advertisers involved: You've got to settle these before we will run your advertising."

Less FTC Pressure • The feeling that advertising could make proper adjustments itself was expressed last week by another agency executive, Walter Weir, chairman of the executive committee, Donahue & Coe. In a talk before the Art Directors Club of New York, Jan. 20, he attacked the FTC for not conferring with advertisers and their agencies on what the government agency believes are questionable claims before publicly releasing charges.

Mr. Weir asserted that in its latest "pronouncements and in the manner in which it has made them," FTC "has not been attempting to correct abuses so much as it has been incorrectly abusing its privileges."

He said many advertising messages on tv deal with symbols, and it's a matter of "at what point can one be accused of misrepresentation in the use of symbols?"

If the FTC allusion to misrepresentation were followed to their logical conclusion, Mr. Weir said, it would behoove the agency and client of a radio commercial for a fire insurance company to cease crumpling cellophane to simulate the sound of flames and "live in dread of censure from the FTC because they didn't burn the studio down in the interests of truth."

FTC 'WITCH-HUNTING'—CONE

FC&B head also warns newspapers to stop prejudging advertisers' guilt'

As unfortunately happens in some commercials, "the zeal of the attackers . . . leads them through all kinds of exaggeration, into wild generalities."

This criticism was leveled not at commercials but at the FTC. The speaker was Fairfax M. Cone, Foote, Cone & Belding, in an appearance last week before the Newspaper Advertising Executives Assn. in Chicago.

FC&B was one of the agencies which figured in FTC complaints issued Jan. 15 against four advertisers and their advertising agencies for allegedly rigging tv commercials. The FC&B commercial in question was for Lever Bros.' Pepsodent toothpaste which used a "smoke machine" to deposit yellow stain on a piece of enamel which then was brushed with the toothpaste and cleansed with water. (BROADCASTING, Jan. 18).

Mr. Cone, who has called on media —including broadcasting—to pass on the acceptability of advertising before it is placed or aired (see story page 33), referred to the current attack on tv commercials as a "witch hunt" and said that he had serious doubt "that many of the charges that are going to be made against advertising . . . will have any basis in fact."

Warns Newspapers • He suggested newspapers "separate the facts from the allegations" and stop lumping "advertising and advertising people with such utterly diverse operations and operators as payola . . . and the antics of certain disreputable disc jockeys and other parasites," the agency executive said.

Mr. Cone asserted that in reading the "responsible press . . . you would think in this instance that the FTC had already held a hearing and found our client and ourselves, and all the other people cited, guilty of grave crimes against the public." He said this was the case despite the fact that there was yet a hearing to be held and the FTC complaint "would undoubtedly be strenuously argued against by all the defendants." Conviction was implied, he asserted.

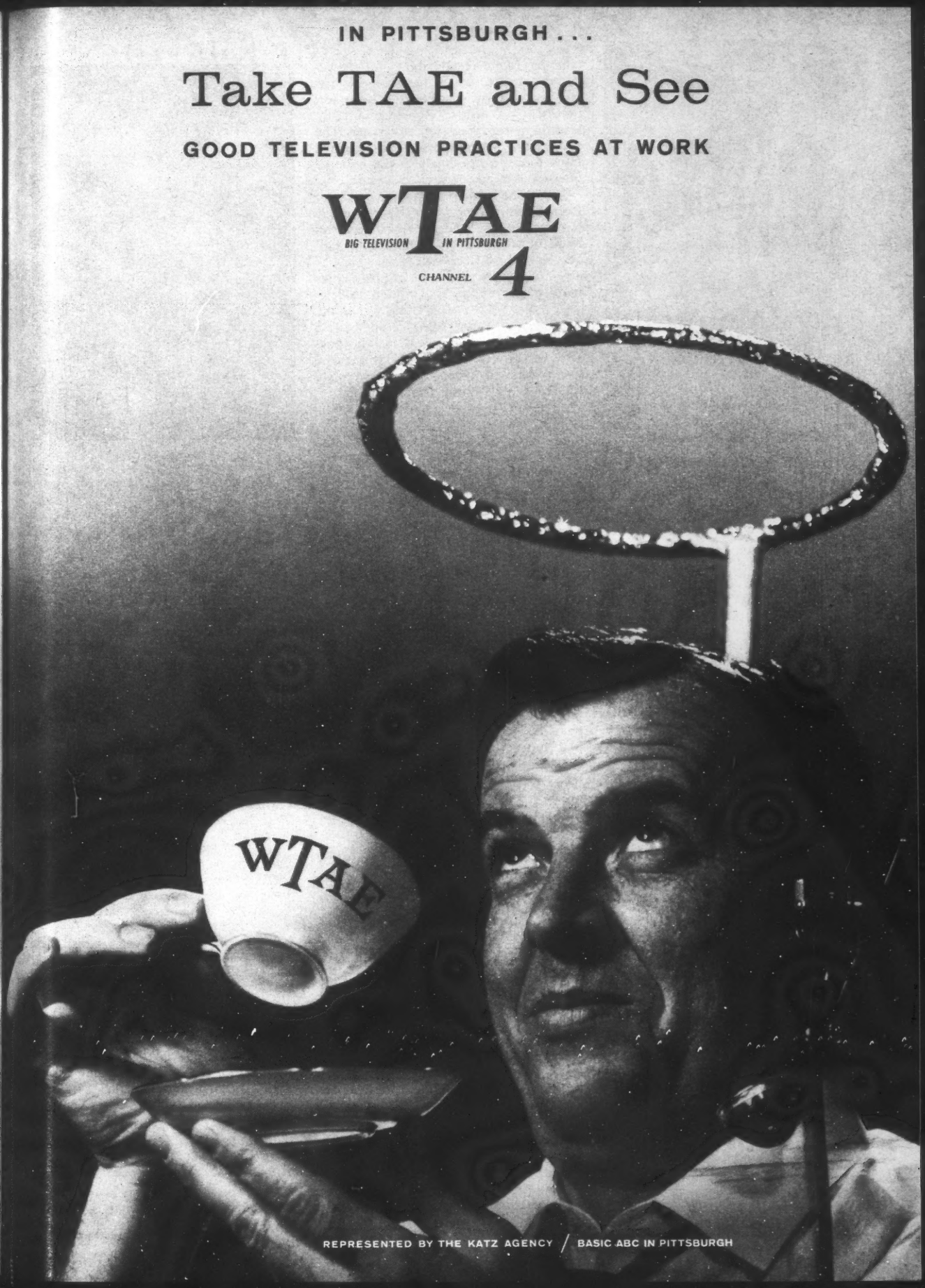
The agency executive said advertisements were cited on tv in a situation where possibly they never would attract attention in newspapers. This is because of the nature of tv where all ads are "the same size . . . they are all 'full pages.' "

Mr. Cone charged that the FTC was questioning the production techniques rather than misrepresentation of products themselves.

"Let us be careful in charging chicanery in advertising where mechanical techniques to obtain reproductions of product demonstrations or product performance, have no effect whatever on product end promises," Mr. Cone warned.

He indicated photographic techniques in tv were borrowed from those used in print advertising. Devices used, he said, are either techniques or ways to combat "studio heat and time."

Kellstadt Echoes • Somewhat the same theme—that newspapers ought to


IN PITTSBURGH . . .
Take TAE and See
GOOD TELEVISION PRACTICES AT WORK
WTAE
BIG TELEVISION IN PITTSBURGH
CHANNEL 4
WTAE
REPRESENTED BY THE KATZ AGENCY / BASIC ABC IN PITTSBURGH

WITH THE

Inter Mountain Network

PRODUCT-MEDIA-AGENCY
THE IDEAL COMBINATION

•

A Great Advertising Agency

Benton & Bowles, Inc.

Buys A Great Advertising Medium

(INTERMOUNTAIN NETWORK)

To Sell Those Great

Conoco Products

for

Continental Oil Co.

YOU too will get the GREATEST SALES results when you use —

Intermountain Network

The Nation's Most Successful Regional Network
HEADQUARTERS • SALT LAKE CITY • DENVER
Contact Your Avery Knodel Man

take on greater responsibility for the accuracy of advertising they accept—was also echoed by Charles H. Kellstadt, president of Sears, Roebuck & Co., leading newspaper retail advertiser. The end result: newspapers were apprised they, too, are principals in the issue of questionable advertising.

Mr. Cone took to task actor-producer Robert Montgomery for his testimony before the FCC the previous week on fixed quiz shows (AT DEADLINE, Jan. 18). Said the FC&B executive: ". . . As an advertising executive whose company placed some $40 million in television last year, *I* didn't know that the quiz shows were rigged. And I wish that Mr. Robert Montgomery who now says he did know had told us when he was working for one of our clients on a show that was being clobbered in the ratings by the quizzes." It seems fashionable, he added, for many to say that "everybody" knew. Concluded Mr. Cone: ". . . I seriously doubt that the rigging was either well-known or widespread."

DEFENDER CONE

Montgomery should've told us

4A COPY CODE STILL ADEQUATE

1937 standards of ethics need no change

A new guide for ad agencies, "Interpretation of the AAAA Copy Code with Repect to Television Commercials" has been issued by the American Assn. of Advertising Agencies, New York.

The 4A Copy Code has been part of the group's Standards of Practice since 1937. The "Interpretation" states that the code has "proved to be a good set of standards for ethical practice in the preparation of advertising" and does not "need changing today." The new guide applies the code's principles to the "particular problems of television."

The text follows:

"The impact of television advertising in the American home, and the circumstances surrounding its reception, are different from those of other advertising and impose additional disciplines on advertising agencies, advertisers and broadcasters.

"Television commercials are guests in the viewer's home; they are often seen or heard by mixed family groups, including children; and listening to them is not always voluntary as is the reading of print advertising. For these and other reasons they magnify any faults of taste or manners or advertising misrepresentation.

"Therefore standards that were satisfactory guides to the production of advertising for other media, while still sound, are not specific enough for television. And a need has been felt for an interpretation that would deal especially with the problems of television and more clearly define the areas of possible offense.

"It should be noted that the following guides deal only with the content of commercials. They do not attempt to deal with the larger problem of television programs.

"False statements or misleading exaggerations. • In television advertising false statements and misleading exaggerations can occur either in sound or in pictures.

"It is to be expected that an advertiser will present his goods or services to the consumer in the most favorable light that is consistent with the truth. Transgression of the truth occurs when there is a "material deception", which is defined as misrepresentation with respect to any material fact.

"Such misrepresentation is dishonest whether in sound or in pictures and whether it is made directly or by implication.

"An example of such deception is a dramatization of a product benefit to the consumer based on certain ingredients in the product when such ingredients are not present in sufficient quantities to produce such benefits.

"Another example of deception is the dramatization of a claimed benefit so as to exaggerate it, by sound or picture, to an extent that is inconsistent with the truth.

"The test of deception is not in the literal defensibility of what is said but

EVERGLADE KITE

...Known To Hundreds Of Bird-Watchers As Florida's Own!

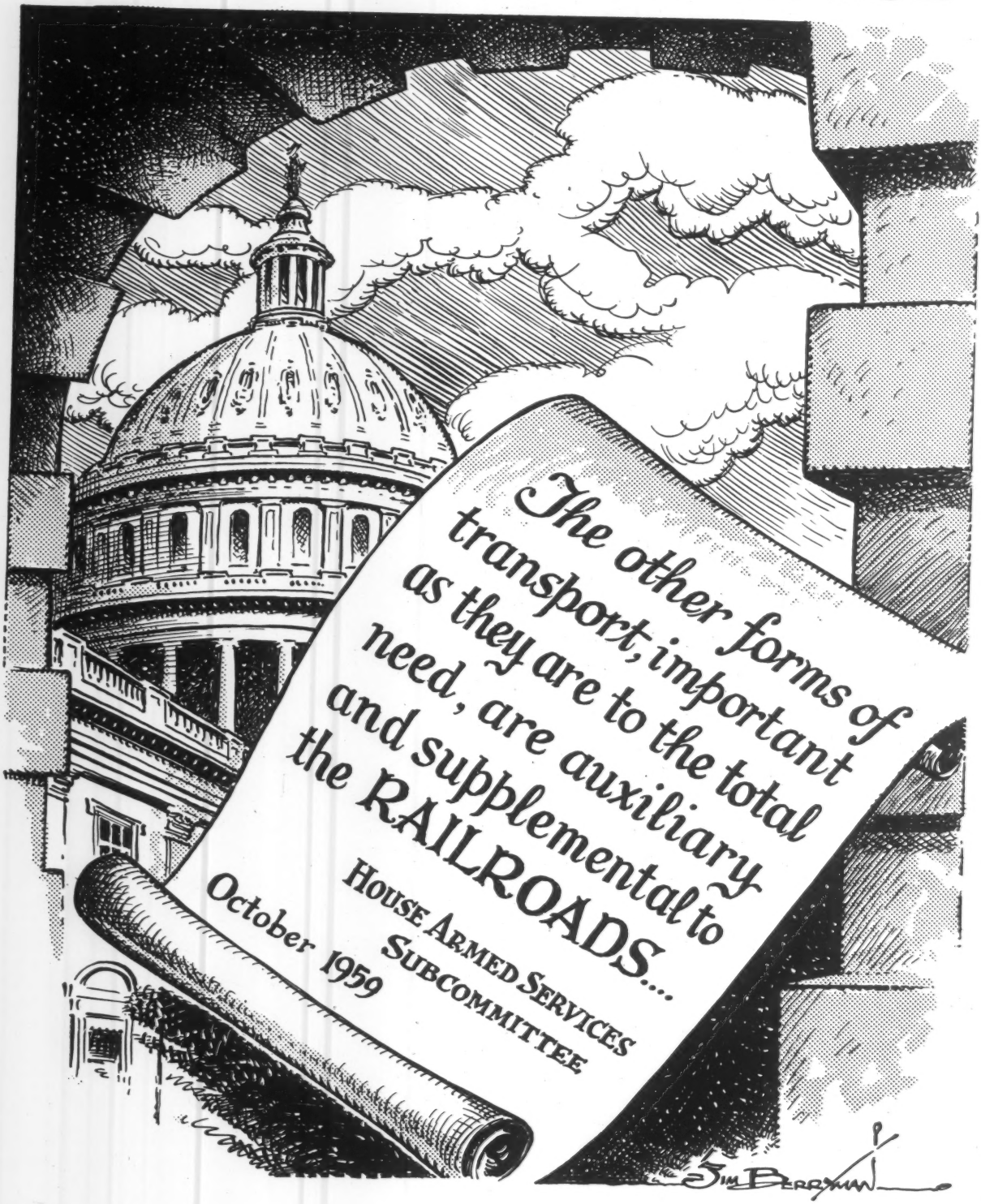
By Wallace Hughes, FLORIDA WILDLIFE Magazine
Florida Game and Fresh Water Fish Commission

WCKT·TV 7, Miami

...Known To 1,600,000 TV-Watchers As South Florida's Own!

For reprints of this painting and for availabilities — N.B.C. Spot Sales

REPORT FROM THE HOUSE


The other forms of transport, important as they are to the total need, are auxiliary and supplemental to the RAILROADS...
HOUSE ARMED SERVICES SUBCOMMITTEE
October 1959
Jim Berryman

for the ASSOCIATION OF AMERICAN RAILROADS

in the real impression that is given the viewer.

"Indirect misrepresentation of a product, or service, through distortion of details, or of their true perspective, either editorially or pictorially. • This covers the whole area of studio devices and artifices used in photographing or otherwise portraying a product or the result of its use.

"So long as such devices are intended merely to show the advertiser's product to its best advantage, or to overcome technical difficulties in reproduction, such as the effects of studio lights, they are harmless. When, however, they portray a product, or the result of its use, as it does not appear or perform in real life, or when they are used to make an unfair comparison between competing products, they are dishonest.

Statements or suggestions offensive to public decency. • This is the area of taste. It is probably the source of most frequent public criticism of commercials and one of the hardest to define.

"Any commercial that offends the sensibilities of any large number of people should be seriously questioned. Judgments should be stricter than those that are applied to print advertising, because of the host-guest relationship between the viewer and the advertiser, and because commercials are often seen by mixed family groups.

"It is against this background, rather than on the basis of individual opinion, that judgments should be made of commercials that may be interpreted as immodest in dress, action or connotation.

"It is in the same context (namely, the circumstances surrounding the reception of television in the home) that one should judge commercials of "sensitive" products such as laxatives, deodorants, depilatories and cold and headache remedies. Certain symptoms that might properly be described in other media may become offensive when dramatized on a full television screen before the whole family. Clinical charts and diagrams may also become offensive.

"No rule can be given for these matters of taste except to remember continually that the advertiser is a guest in the family living room.

"Statements which tend to undermine an industry by attributing to its products, generally, faults and weaknesses true only of a few. • To sell an advertiser's product or service by unduly disparaging his competitors has always been considered unfair practice and hurtful to the whole institution of advertising. This should not be taken to mean that when an advertiser has an advantage over his competitors he should be restrained from saying so. Disparagement means 'belittling' or 'running down' a competitor's product or service.

"Price claims that are misleading. • In television as in other media it is considered a material deception to state or display a price at which the consumer cannot easily obtain the described merchandise from any normal mercantile source.

Representations of price, or competitive price comparisons, should not be judged on the literal defensibility of what is said or shown, but on the truth or falsehood of the impression left upon a reasonable viewer.

"'Bait-switch' selling—whereby goods or services which the advertiser has no intention of selling are offered in advertising merely to lure the customer into purchasing higher priced substitutes—has always been considered dishonest.

"Pseudoscientific advertising, including claims insufficiently supported by accepted authority, or that distort the true meaning or practicable application of a statement made by professional or scientific authority. • A modern definition of this would be to say that claims should be supported by the kind of factual evidence that is generally accepted in practice by the Federal Trade Commission.

"Testimonials which do not reflect the real choice of a competent witness. • Statements purporting to come from physicians, dentists or nurses are deceptive unless they are made by accredited members of such professions.

"Commercials that by use of costume, props or settings imply that certain persons are associated with the

SAG 'concerned'

Screen Actors Guild, in a letter sent Monday (Jan. 18) to American Assn. of Advertising Agencies and Assn. of National Advertisers, expressed "serious concern over the recent disclosures of misrepresentation in the television advertising industry . . . because loss of public confidence in television advertising could adversely affect the livelihood of a number of our members." SAG members don't have and don't want "any control over the contents of tv commercials," the letter states. But the charge that some of them are misleading "endangers the good reputation and professional standing of the performer in the commercial." SAG urges AAAA and ANA "to help restore public confidence in all television advertising by producing commercials of complete honesty and good taste."

LONG ISLAND IS A MAJOR MARKET!

WHLI

THE VOICE OF LONG ISLAND

THE GREATER LONG ISLAND MARKET (Nassau-Suffolk)

MORE GAS IS SOLD ON LONG ISLAND THAN IN ATLANTA, AKRON, ALBANY AND ALLENTOWN... *PUT TOGETHER!*

GAS STATION SALES $174,106,000 (Sales Mgt.)

WHLI

Dominates the Major Long Island Market (Nassau) ... Delivers MORE Audience than any other Network or Independent Station! (Pulse)

10,000 WATTS

WHLI AM 1100 FM 98.3

HEMPSTEAD LONG ISLAND, N. Y.

the voice of long island

Represented by Gill-Perna

WSPR

Your Best Buy

in the

SPRINGFIELD

MASSACHUSETTS

Metropolitan Market

WSPR

Of the two stations controlling more than 60%* of the daytime audience, WSPR is the only station you can buy and pay for the Greater Springfield market exclusively!

WSPR

With 25%* of the daytime audience, WSPR offers more than the next four stations combined!

*Nov.-Dec. Hooper Audience Index

Get All the Facts

Call Hollingbery or Kettell-Carter for rates and availabilities

WSPR

1000 WATTS 1270 KC

SPRINGFIELD, MASSACHUSETTS

medical, dental or nursing professions are misleading unless such persons are in fact accredited members of these professions.

A further consideration has also been brought about by the nature of television and the circumstances surrounding its reception in the home:

"Good Manners. • A small fringe of commercials seems to have been designed or scheduled with a deliberate intention of being irritating. These do not build good will for advertising.

"In some instances irritation is caused by strident tones and improper voice levels and by the manner of certain announcers. In other instances commercials which may be relatively inoffensive on their first appearance may become irritating by repetition.

"These situations cannot be covered by rules. But they can be governed by the general principle that, in return for the great rewards of television advertising, sponsors of commercials (and we in agencies who prepare them) have a severe obligation to act with good manners as guests in the viewer's home."

Free copies of the "Interpretation" are available from AAAA, 420 Lexington Ave., New York 17.

AAW's Ryan questions tv ad 'believability'

Every honest advertiser, agency and media man must do his part to rid advertising of the kind of misleading, bad taste ads that are creating a general disbelief in all advertising, Dick Ryan, president of the Advertising Assn. of the West, said Tuesday (Jan. 19).

Addressing a joint meeting of the Los Angeles and Hollywood and the L.A. Women's ad clubs, Mr. Ryan reported that more than 20 anti-advertising measures had been introduced into the California legislature during 1959 and that California Gov. Edmund G. Brown had recently pledged himself and his administration to "help rid the public of the influence of hucksters." Misleading and vulgar advertising "don't improve the image of advertising in the minds of the public—and it needs a lot of improving," he declared.

Mr. Ryan, who is also general manager of KLOK San Jose, Calif., said that he had made a survey among San Jose business and professional people. Asked whether they believed what they saw and heard in cigarette advertising, 95% replied that they did not, he reported, "and the same percent of disbelief applied to advertising of drug products and jewelry." Automotive ads fared somewhat better, with only an 80% disbelief quotient.

Yet, Mr. Ryan said, only 25% of those he questioned about advertising felt that the government should step in and clean it up, while 75% still had faith in the industry's ability to do the cleanup job itself. He urged each member AAW club to start work in its own community by setting up "ethical advertising" committees to weed out objectionable advertising.

Showmanship needed in retail advertising

More showmanship—daring, bold, positive and imaginative—is needed in today's retailing, whether employed in broadcast or print media, Robert M. Cox, president of Cox's Dept. Store and WMCK McKeesport, Pa., told the eighth annual Retail Advertising Conference in Chicago Jan. 16-17.

In tv, "as great as it is," he asserted, "the novelty has worn off and has not monopolized people's time as much as might have been expected. On the other hand, he pointed out, radio has "made itself more attractive to listeners and clients alike and is on the way up in public favor."

As an example of showmanship, Mr. Cox cited his store's use of singing commercials to herald the end of the steel strike.

Josephine Brooker, advertising manager of Buttrey's Dept. Store in Great Falls, Mont., described how her store had used radio consistently for 10 years (BROADCASTING, Jan. 18).

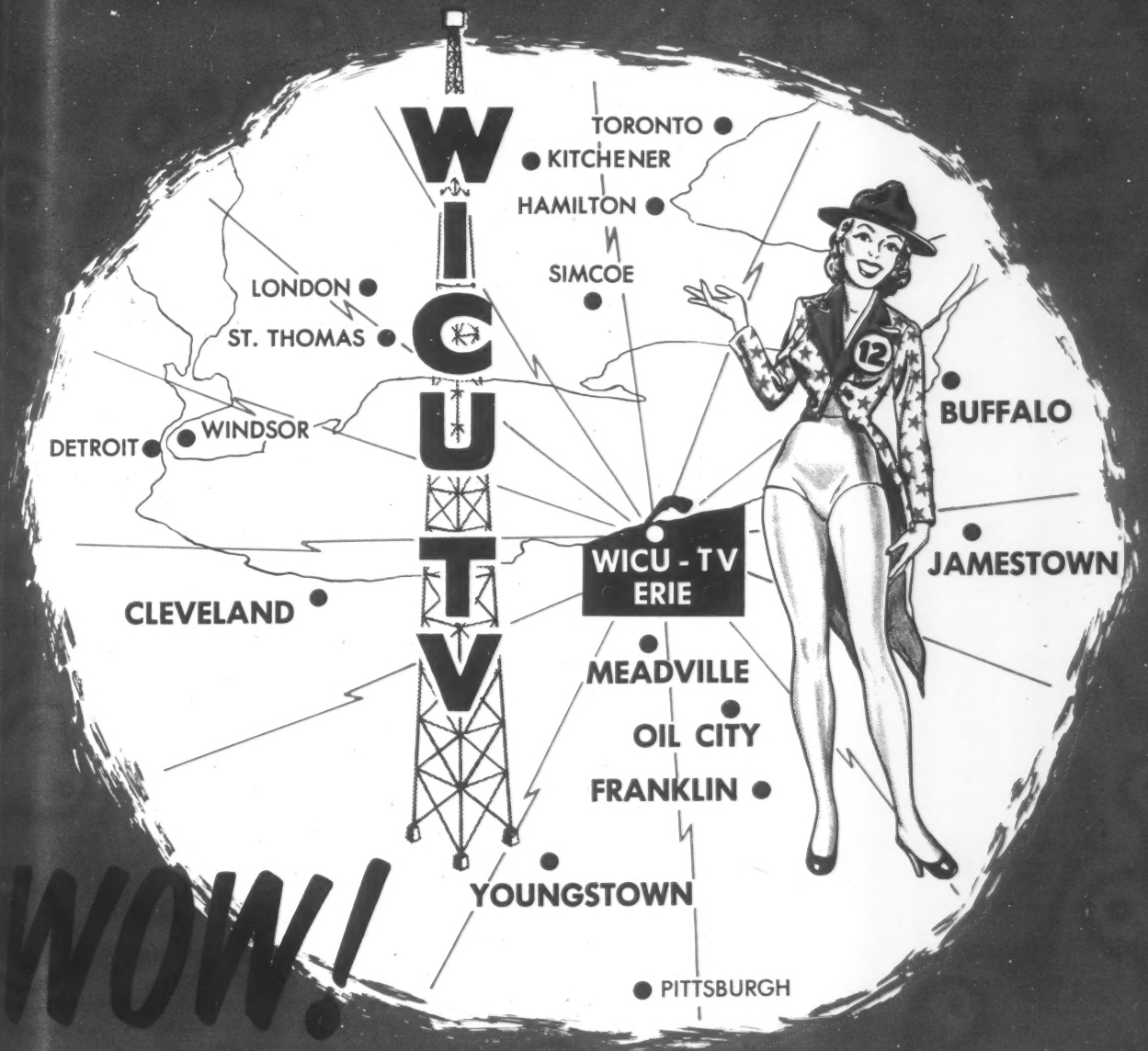
Frances Corey, vice president of Catalina Inc. and former vice president of Grey Adv. Inc., told RAC delegates that "if department store merchandising and the buying of goods was done the way advertising is done, half the stores in America could not keep their doors open." And, she added: "We kept a record for many years of the results on advertising and we were always able to prove that 60% of the advertising should never have been done."

Want sponsor control

The results of a survey released last week by Bedford Research Center, Bedford Hills, N.Y., reveals that most Americans oppose a proposal that would drastically reduce sponsor control of tv programs.

Interviewers throughout the country asked respondents for their opinion of a plan under which advertisers could buy only individual commercials, with no sponsorship of programs or control over them. According to BRC, 55.3% were against the proposal; 26.8% were in favor and 17.9% had no opinion. A spokesman for BRC declined to specify the number of persons interviewed but said 50 communities were covered and the sample was "statistically sound."

THE NATION'S GREAT INTERNATIONAL STATION



WOW!

HAVE YOU SEEN THE NIELSEN RATINGS ON OUR HALF A MILLION TV HOMES IN THE UNITED STATES & CANADA?

FULL 316,000 WATT SIGNAL
ON CHANNEL 12

WICU TV

TELEVISION CENTER
ERIE, PA.

DISPATCH. DIVISION OF
AIRWAY, INC.

REPRESENTED
U.S.: Blair TV Assoc.
CANADA: TORONTO - Andy Mc Dermott
LONDON - Doug Campbell

FOODS RAISE TV NETWORKS' GROSS

TvB's January-October 1959 report shows across-board boosts

Anacin was the top brand tv advertiser on the networks last October. In the product category, foods led the others by committing more than $10.5 million in October and spending over $93 million in a 10-month period covered in 1959 by the Television Bureau of Advertising.

Food advertisers' share comes to nearly 19% of the total network gross billing in January-October of 1959, and nearly $5 million ahead of the mark attained for the same period in 1958.

However, drugs and remedies showed the most substantial gain in 1959 over the previous year. They increased billings a whopping $15 million—from $45 million in the first nine months of 1958 to $60 million in the 1959 period.

Anacin's break-out at $905,809 gross in October came with both the start of a new tv season and of the traditional cold season (which continues into March). Another Whitehall anti-cold product—Dristan—invested more than $700,000 in October for network time purchasing.

The two best selling automobiles—Ford and Chevrolet—were the only passenger cars to land in the October list of the leading 15 network brand advertisers.

In cigarettes, Winston, L & M filters, Kent, Pall Mall, in that order, appeared as the brands leading the pack. A surprise "comer" in the top 15 brands for October was Phillies cigars (Bayuk Cigars Inc.) which placed No. 9 ahead of cigarette brands Pall Mall (American Tobacco) and Kent (P. Lorillard).

Procter & Gamble, Lever and American Home Products took the first three spots in that order in the estimated expenditures in October of the top 15 network advertisers.

In the 1959 months covered by the TvB report released Jan. 18, such product classifications as gasoline, insurance, drug-remedies, household and smoking showed substantial increases over the same 1958 period.

TvB's report—compiled for the bureau by Leading National Advertisers-Broadcast Advertiser Reports—also found October nighttime billings to have increased from over $34.3 million in 1958 to more than $40.1 million in 1959 and daytime billings increasing 4% to nearly $19 million.

NETWORK TELEVISION GROSS TIME BILLINGS BY DAY PARTS

	OCTOBER			JANUARY - OCTOBER		
	1958	1959	Percent Change	1958	1959	Percent Change
Daytime	$18,183,000	$18,914,305	+ 4.0	$135,440,502	$166,735,280	+ 23.1
Mon.-Fri.	15,562,691	15,319,259	— 1.6	115,992,136	142,089,243	+ 22.5
Sat.-Sun.	2,620,309	3,595,046	+ 37.2	19,448,366	24,646,037	+ 26.7
Nighttime	34,343,147	40,116,447	+ 16.8	325,202,285	343,400,912	+ 5.6
TOTAL	$52,526,147	$59,030,752	+ 12.4	$460,642,787	$510,136,192	+ 10.7

LNA-BAR: Gross Time Costs Only

ESTIMATED EXPENDITURES
TOP 15 NETWORK BRAND ADVERTISERS
OCTOBER 1959

1.	Anacin tablets	$905,809
2.	Gillette razors & blades	842,023
3.	Dristan	732,251
4.	Ford passenger cars	629,623
5.	Winston cigarettes	618,155
6.	Prestone anti-freeze	580,715
7.	Chevrolet passenger cars	515,589
8.	L & M filter tip cigarettes	492,896
9.	Phillies cigars	478,467
10.	Tide	463,621
11.	Kent cigarettes	445,518
12.	Pall Mall cigarettes	430,927
13.	Gleem regular & aerosol toothpaste	412,301
14.	Bayer aspirin tablets	405,697
15.	Colgate regular & aerosol dental cream	401,932

ESTIMATED EXPENDITURES
TOP 15 NETWORK COMPANY ADVERTISERS
OCTOBER 1959

1.	Procter & Gamble	$3,908,934
2.	Lever Brothers	2,615,467
3.	American Home Products	2,547,057
4.	Gillette	1,995,896
5.	General Motors	1,876,421
6.	General Foods	1,865,265
7.	Colgate-Palmolive	1,759,750
8.	Ford Motor	1,290,965
9.	R. J. Reynolds Tobacco	1,270,116
10.	General Mills	1,253,030
11.	Sterling Drug	1,189,740
12.	Kellogg	1,061,814
13.	Pharmaceuticals Inc.	1,020,225
14.	Philip Morris	997,506
15.	Chrysler Corp.	908,090

LNA-BAR: Gross Time Costs Only

ESTIMATED EXPENDITURES OF NETWORK TELEVISION ADVERTISERS
BY PRODUCT CLASSIFICATION

	October 1959	Jan.-Oct. 1959	Jan.-Oct. 1958
Agriculture & farming	$ 194,540	$ 1,497,287	$ 51,347
Apparel, footwear & accessories	1,231,084	4,981,339	4,195,508
Automotive, automotive accessories & equipment	5,400,307	37,851,111	44,859,401
Beer, wine	715,313	5,445,281	5,117,856
Building materials, equipment & fixtures	477,786	2,633,477	1,919,793
Confectionery & soft drinks	1,343,244	9,764,900	7,311,434
Consumer services	455,364	2,673,420	2,376,085
Drugs & remedies	7,711,560	60,017,763	45,109,009
Entertainment & amusement	12,408	308,031	249,989
Food & food products	10,578,192	93,166,675	88,312,529
Freight, industrial & agricultural development	27,790	263,377	
Gasoline, lubricants & other fuels	1,121,586	7,088,387	2,247,878
Horticulture		249,608	1,007,774
Household equipment & supplies	2,308,556	25,147,965	19,170,858
Household furnishings	464,716	3,190,405	2,743,456
Industrial materials	1,608,574	16,956,539	14,580,800
Insurance	1,066,544	8,477,567	5,861,781
Jewelry, optical goods & cameras	1,154,158	9,466,295	8,642,595
Office equipment, stationery & writing supplies	575,595	3,492,078	5,820,237
Political			255,515
Publishing & media		5,261	827,833
Radios, tv sets, phonographs, musical instruments & accessories	643,558	4,420,591	6,770,055
Smoking materials	6,020,053	62,484,911	49,290,702
Soaps, cleansers & polishes	6,010,733	56,181,359	51,105,266
Sporting goods & toys	293,752	1,871,646	1,161,248
Toiletries & toilet goods	8,813,470	84,827,329	82,486,057
Travel hotels & resorts	109,137	879,795	2,159,193
Miscellaneous	692,732	6,793,795	7,008,588
TOTAL	$59,030,752	$510,136,192	$460,642,787

LNA-BAR: Gross Time Costs Only

One client's reason

It's been said that position is everything in life.

When a merchant who had just signed a sizeable advertising contract with KMGM Albuquerque was asked by the general manager why he had chosen that station, he replied: "Well, I talked to a lot of people and they said that your station and another one seem to have the most listeners in town." When pressed why he had shown the preference for KMGM, he added. "Your station is only three blocks from my business and that other station is clear across town."

CBS Foundation Inc. News and Public Affairs Fellowships for 1960-1961

CBS Foundation Inc. established in 1957 at Columbia University in New York a group of one-year CBS Foundation Fellowships, for eligible persons engaged in news and public affairs in the radio and television field. The Fellows have all University expenses paid and in addition receive a stipend designed to cover living and other necessary costs during the fellowship year. Eight fellowships are offered for 1960-1961.

Purpose of the Fellowships

CBS Foundation Inc. has established the fellowships to offer a year of study for men and women in radio and television news and public affairs who show promise of greater development and who seem most likely to benefit from the study year provided.

The fellowships make it possible for a holder to pursue credit or non-credit courses of his own choosing from the wide curriculum of Columbia University. The courses chosen should be those which, in the opinion of the Fellow and with the advice of a University representative, can contribute most advantageously to a broadening and strengthening of his background for continued work in news and public affairs. The courses would not, therefore, be limited to any general field; they might range across such varied fields as diplomatic history, economics, modern languages, Far Eastern affairs, political science, labor relations, nuclear science, etc.

In addition to the study program, CBS Foundation Fellows will meet from time to time as a group to hear invited speakers on subjects related to the news and public affairs field and to discuss these subjects with them; and they will be invited from time to time to observe and discuss news and public affairs programs and techniques at CBS Radio and CBS Television offices and studios in New York.

The Fellowship Year

While Fellows will be expected to meet the attendance standards of the courses in which they enroll, no final examination or paper or report will be required. The year is intended to be one in which promising people can, through detachment from their routine work, find both formal and informal opportunities to build up their knowledge of particular subjects and, at the same time, increase their understanding of the potentialities of radio and television for news and public affairs programming.

The fourth series of fellowships, for the academic year 1960-1961, will start in September 1960.

Address request for an application or other correspondence to:

WILLIAM C. ACKERMAN
Executive Director, CBS Foundation Inc.
485 Madison Avenue, New York 22, N. Y.

Applications must be postmarked not later than February 29, 1960. The Selecting Committee will announce its selections early in April.

Requirements for Applicants

1. Qualification in one of the following categories:
   A. News and public affairs staff employes of (1) CBS News, (2) the seven CBS-owned radio stations, (3) the five CBS-owned television stations, (4) the 201 U.S. stations affiliated with CBS Radio, but not owned by it, and (5) the 242 U.S. stations affiliated with the CBS Television Network, but not owned by it.
   B. Regular members of the staffs of non-commercial educational radio and television stations who are engaged for a substantial portion of their time in news and public affairs programs.
   C. Teachers of courses in the techniques of radio and television news and public affairs at colleges and universities.

   An applicant must be fully employed in one of Categories A, B and C, and must have sufficient full-time experience in the field to indicate ability and promise of greater development.
2. A statement by the applic[illegible]mployer promising the applicant his present job, or an equiv[illegible]ob, at the end of the fellowship year.
3. A statement covering the applicant's personal history; educational background; experience in news and public affairs; and the studies the applicant desires to pursue and the relation of these studies to work performed or contemplated.

The Selecting Committee (for 1960-1961)

On Behalf of the Public:

JOSEPH E. JOHNSON, *President, Carnegie Endowment for International Peace; former Professor of History, Williams College; former officer of U. S. Department of State and adviser to U. S. delegations to the U. N.*

BYRON PRICE, *former Executive News Editor, Associated Press; Assistant Secretary-General, United Nations; U. S. Director of Censorship, World War II; awarded special Pulitzer citation for creation and administration of press and broadcasting wartime codes (1944).*

On Behalf of Columbia University:

DR. JOHN A. KROUT, *Vice President.*
DR. LAWTON P. G. PECKHAM, *Dean of Graduate Faculties.*

On Behalf of CBS Foundation Inc.:

SIG MICKELSON, *Vice President of CBS and President of CBS News, and a member of the Board of CBS Foundation Inc.*
FRED W. FRIENDLY *of CBS News, Executive Producer of CBS Reports.*

The Selecting Committee will consider, among other factors, whether the stipend offered each applicant will be sufficient to meet living and other necessary expenses to the applicant. In cases where an applicant has above-average living expenses because of the size of family or above-average travel and transportation expenses because of the distance of his city or town from New York, consideration will be given to the possibility of a special allowance. All expenses at Columbia University (including tuition and special charges in connection with the fellowship program) will be paid in full for each Fellow.

In the public eye

You see practically *everybody* who is *anybody* on Philadelphia's Channel 10. Within the past year, CBS Owned WCAU-TV has introduced Philadelphians to some of the most famous, most brilliant figures of our time. Clement Attlee, Pearl Buck, the Archbishop of York, Henry Cabot Lodge, Dean Acheson, Eugene Ormandy (not to mention Pennsylvania's Governor David L. Lawrence and Philadelphia's Mayor Richardson Dilworth)—these are just a few of the "who's who" that have discussed what's what in world affairs, politics, religion and the arts on such *locally-produced* community service programs as "Eye on Philadelphia," "Caucus" and "Crisis in Education."

That these important people chose to appear on WCAU-TV is tribute to the station's unique stature in the community. In truth, Philadelphians looking for the best of everything—information and entertainment—keep their eye on **WCAU-TV**

Pictured at left, reading down: Dean Acheson; Sam Levenson; Ambassador Henry Cabot Lodge; Pearl Buck; Senator Paul Douglas; Governor David L. Lawrence; Archbishop of York: The Most Rev. and Rt. Hon. A. M. Ramsey; Eugene Ormandy; Mayor Richardson Dilworth; Lord Attlee.

Abrams back with quiz that's 'unfixable'

George Abrams still believes in tv quizzes. He hopes to have one on the air by late next month or early March for Richard Hudnut cosmetics. This show will be "rigproof," the president of the Hudnut-DuBarry Div. of Warner-Lambert Pharmaceutical Co. promises. Mr. Abrams was advertising vice president of Revlon in the *$64,000 Question* days.

When Mr. Abrams announced the plan a fortnight ago, he said the half-hour show, to be called *Predictions*, would be on NBC-TV. Now his firm has let it be known that ABC-TV has given Hudnut a choice of time slots. Neither network is talking.

Predictions is planned to replace Hudnut's part-time sponsorship of *Person to Person* on CBS-TV Friday, 10:30-11 p.m. (Pharmaceuticals Inc., which through Parkson Adv. had shared *Person to Person* with Warner-Lambert, now pays for all the *Person* shows until April.) The "clean quiz" is a current events guessing game with Mike Wallace as moderator, Westbrook Van Voorhis as narrator, and with big money prizes for studio and home audiences. Producer is Arthur Treffeisen and Packager General Artists Corp.

Mr. Abrams' announcement said that *Predictions* had been reviewed

QUIZ BACKER ABRAMS
But wants it unquestionable

and pronounced "unfixable" by Richard Goodwin, former counsel of the House Committee on Legislative Oversight. Mr. Goodwin, now of the staff of Sen. John Kennedy (D-Mass.), was author of a by-lined article dealing with the investigations published in *Life* magazine.

• Business briefly

Time sales

Flowers for opera • Florists' Telegraph Delivery Assn. Inc., Detroit, has picked two NBC Opera Co. presentations for sponsorship on NBC-TV, marking first time in its 11-year history that the opera company has had a sponsor, with the exception of special holiday presentations of "Amahl and the Night Visitors." Operas scheduled are "Cavalleria Rusticana" (Sun., Jan. 31, 3:15-4:30 p.m. EST) and "Don Giovanni" (Sun., April 10, 2-4:30 p.m. EST). Agency: Keyes, Madden & Jones, Detroit.

Sunday concerts • Shell Oil Co., N.Y., will sponsor a series of four Sunday afternoon hour-long programs featuring New York Philharmonic Young People's Concerts, conducted by Leonard Bernstein, on CBS-TV (Feb. 7, March 6, March 27 and an April date, 1-2 p.m. EST). Returning to CBS-TV for the third consecutive year, the concerts will be video taped at Carnegie Hall. Agency: Kenyon & Eckhardt, N.Y.

Quarter spin • Renault Inc., N.Y., cruising to Squaw Valley, Calif., Feb. 18-25 for quarter sponsorship of CBS-TV's exclusive 11-day (15 hours) coverage of 1960 Olympic Winter Games. Other three quarters remain open. Agency: Kudner Agency, N.Y.

Dog show • Special Products Div. of National Biscuit Co., N.Y., signed for its eighth annual trip to Madison Square Garden for tv sponsorship of the Westminster Kennel Club Show on Feb. 9. In behalf of Milk Bone dog biscuits and Pal Dog Dinner, the show will be seen on the following stations: WPIX (TV) New York, WTTG (TV) Washington, D.C., WNHC-TV New Haven, Conn., WFIL-TV Philadelphia and WPRO-TV Providence. Agency: Kenyon & Eckhardt, N.Y.

Slack time • Haggar Co., Dallas, maker of men's slacks, starting April 12, will make first test jump in network tv with participations in ABC-TV's alternating westerns, *Bronco* and *Sugarfoot* (Tues., 7:30-8:30 p.m. EST). Commercial announcements will feature sport stars. Phil Rizzuto, former New York Yankee shortstop, will deliver commentary and athletes Mickey Mantle, Frank Gifford, Art Wall and Doug Ford will model slacks. Agency: Tracy-Locke Co., Dallas.

Agency appointments

• Simoniz Co., Chicago, appoints the Buchen Co., that city, to handle advertising for its new electric polisher floor wax. The agency already handles company's commercial line of waxes and cleaners.

• Galerie Inc., Chicago, appoints Powell, Schoenbrod & Hall Adv., that city, for an expanded advertising campaign of its fashion clothing and perfumes. Plans are underway for use of network tv next fall, agency says.

• Also in advertising

Volunteers • Brand Names Foundation Inc., N.Y., has appointed Ketchum, MacLeod & Grove Inc., Pittsburgh, as volunteer agency to plan and prepare the coordinated campaign of the Foundation's consumer and trade advertising program during 1960. In recent years the two programs have been handled by different agencies.

SG subsidiary reports • Elliot, Unger & Elliot, N.Y., which became the tv film commercial production division of Screen Gems Inc. one year ago, reports that business in 1959 grossed $4 million, an increase of 80% over the previous year's volume. The increase was attributed largely to the opening of west coast commercial operations at Columbia Pictures studios, where Screen Gems, a wholly-owned subsidiary of Columbia, produces most of its tv film programs.

ARB

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television network shows for each day of the week Jan. 14-20 as rated by the multi-city Arbitron instant ratings of American Research Bureau.

Date	Program and Time	Network	Rating
Thur., Jan. 14	Untouchables (9:30 p.m.)	ABC-TV	30.4
Fri., Jan. 15	77 Sunset Strip (9 p.m.)	ABC-TV	25.9
Sat., Jan. 16	Gunsmoke (10 p.m.)	CBS-TV	31.0
Sun., Jan. 17	Ed Sullivan (8 p.m.)	CBS-TV	25.4
Mon., Jan. 18	Father Knows Best (8:30 p.m.)	CBS-TV	23.7
Tue., Jan. 19	Red Skelton (9:30 p.m.)	CBS-TV	26.1
Wed., Jan. 20	This Is Your Life (10 p.m.)	NBC-TV	24.0

Copyright 1960 American Research Bureau

The birth of a skyscraper... a vision soon to become reality. Here in the hands of one who possesses a *quality touch* every minute detail must be perfect before the first steel is formed – the first spade of earth turned. The same important attention to details, no matter how small, is also what provides that quality atmosphere in today's better television and radio station operations.

WFAA

TELEVISION abc

RADIO abc/nbc • DALLAS

Serving the greater DALLAS-FORT WORTH market

BROADCAST SERVICES OF THE DALLAS MORNING NEWS

Represented by

Edward Petry & Co., Inc.

The Original Station Representative

NBC SWAP WITH RKO TAKING SHAPE

Philadelphia, Boston, Washington deal set if NBC can buy S. F. tv

A major realignment of radio and tv station ownership is all settled, but for details, in the country's top markets of Philadelphia, Boston, Washington—and possibly San Francisco.

The first official acknowledgment of the widely reported but unconfirmed transfers between NBC and RKO General Inc. (CLOSED CIRCUIT, Dec. 21, 14, 1959) came last week when NBC and RKO General Inc. informed the FCC that arrangements had been made to:

- Exchange NBC's Philadelphia outlets WRCV-AM-TV for RKO General's Boston stations WNAC-AM-FM-TV, and
- Sell NBC's Washington outlets WRC-AM-FM-TV to RKO General for $11.5 million.

These transactions, the information noted, were contingent on (1) NBC finding another station property in a major market (believed to be San Francisco), (2) receiving the approval of the Dept. of Justice following the provisions of the 1959 consent judgment, and (3) receiving FCC approval.

Consent Order • The transfer of the multi-million dollar properties was based on the requirement in last year's consent judgment signed by NBC that it would give up its Philadelphia stations. The consent order was the outcome of an antitrust complaint filed by the Dept. of Justice against the 1955 exchange of stations between NBC and Westinghouse Broadcasting Co.

In this transaction, NBC gave Westinghouse its Cleveland radio and tv stations in exchange for Westinghouse's Philadelphia radio and tv stations plus $3 million.

In its antitrust charges, the Dept. of Justice claimed that NBC pressured Westinghouse into agreeing to the exchange by threatening to withhold network affiliation from Westinghouse stations.

The consent judgment, signed last September, requires any change in NBC's station ownership in the top eight markets to have prior approval of the Justice Dept. This applies whether NBC buys a new property or exchanges any of its owned stations for a new outlet. The Philadelphia-Boston exchange falls in this category.

BROADCASTING Magazine has reported that NBC was negotiating to buy either the *San Francisco Chronicle's* KRON-TV or the Pauley-Pabst-Ingram group's KTVU (TV) there. An $8 million figure has been mentioned for the San Francisco transaction.

Question Mark • One possible hitch in the Philadelphia-Boston swap is the pending FCC proceeding on the complaint of Philco Corp. against NBC's ownership of the Philadelphia stations. Philco charged that NBC's ownership in Philadelphia gave RCA an unfair advantage in the Philadelphia market. The FCC heard oral argument last October on this protest (against the license renewals of WRCV-AM-TV) but has not yet handed down a decision.

The communication disclosing the agreement between NBC and RKO General was filed with the FCC Jan. 15. It contains a copy of a Dec. 7, 1959 letter written by P. A. Sugg, NBC executive vice president in charge of owned stations, to RKO General Inc.

The letter was countersigned by John P. Poor, RKO General vice president.

After detailing the agreement ("in principle") for the exchange of the Boston and Philadelphia properties and the sale of NBC's Washington outlets to RKO General, the letter set forth the conditions, the most important one of which reads as follows:

"The transfer of the NBC station properties in Washington, D.C. to RKO General will be contingent upon the simultaneous acquisition by NBC of a television station in a replacement market deemed suitable by NBC. Negotiations have already begun for the acquisition of such a station and NBC will pursue such negotiations diligently. If NBC is not able to enter into a contract for the acquisition of such a station on terms satisfactory to NBC by April 2, 1960, then this agreement in principle between NBC and RKO General shall have no further force and effect."

A byproduct of this transaction would require RKO General to sell its present Washington stations. These are WGMS-AM-FM. The WGMS stations were bought by RKO General in 1957 for $400,000.

Red Feather praise

Communications and entertainment leaders took a bow last week for helping raise $455 million last fall for 2,200 United Funds and Community Chests all over the United States. They were recognized Tuesday (Jan. 19) at a luncheon in New York. The affair was highlighted by the report of the volunteer national chairman of the United Community Campaigns of America, Richard R. Deupree, honorary chairman of Procter & Gamble Co.

In his report, Mr. Deupree said that network television and radio delivered more than 1.4 billion home impressions. He also cited contributions of the Advertising Council and other media. The chairman read a wire from President Dwight D. Eisenhower calling the colletcions a "splendid testimony to the work of volunteers and the generosity of the American people."

Philip H. Cohen, vice president of Sullivan, Stauffer, Colwell & Bayles, headed the national radio-tv committee for the 1959 campaigns. Mr. Deupree's successor, Oliver G. Willits, chairman of the board of Campbell Soup Co., will announce 1960 committees later this year.

NT & T announces 2% stock dividend

A 2% stock dividend (in lieu of cash) for stockholders of National Theatres & Television Inc. of record Jan. 26, payable Feb. 16, was announced last week. This is a change in dividend policy.

Total revenues for the fiscal year ended Sept. 29, 1959, amounted to $66,758,211 compared with $53,667,765 for same period in 1958, the company reported. Consolidated net income for the fiscal year was $1,497,117 (55¢ per share) on 2,700,806 shares of common stock outstanding. This compares with earnings of $1,301,749 (48¢ per share) for 1958. Operations of National Telefilm Assoc. Inc. and subsidiaries are included from April 1, 1959, when NTT acquired majority interest.

Earnings for 1959 fiscal year include gains of $979,491 from the sale of KMSP-TV Minneapolis, and $270,000 from theatre and real estate sales.

During the April-September 1959 period, according to B. Gerald Cantor, president of NTT, the tv market for feature films and half-hour series underwent a drastic change. Independent

For truest high fidelity reproduction, play this recording on Gates Professional 12 and 16-inch Transcription Turntables

To meet the exacting performance demands in the broadcasting of transcribed music . . . to greatly improve the reproduction qualities of each on-air recording . . . these are the desires of every broadcaster. And achieving this *smooth as silk* reproduction is the primary characteristic of the new Gates 12 and 16-inch professional transcription turntables for 33⅓, 45 and 78 RPM.

Rumble for both the 12 and 16-inch models is at a new low for either broadcast or high fidelity standards, while wow and flutter far exceed acceptable standards for high-quality commercial broadcasting.

The new Gates 12-inch turntable is *identical* to the 16-inch sales leader, model CB-500. In the new CB-77 12-inch chassis is the same ingenious inner hub drive system to greatly reduce rumble, the same smooth speed change system, the same smooth and silent rocker arm, illuminated on-off switch . . . the only difference is the reduced size, affording broadcasters a more compact turntable arrangement in today's busy control room.

For complete information on both 12 and 16-inch turntables and accessories, write today for the new Gates 12-page *Turntable Guide*—yours for the asking.

GATES

GATES RADIO COMPANY

Subsidiary of Harris-Intertype Corporation

QUINCY, ILLINOIS

HARRIS INTERTYPE CORPORATION

Offices in:
HOUSTON, WASHINGTON, D.C.

International division:
13 EAST 40th STREET, NEW YORK CITY

In Canada: CANADIAN MARCONI COMPANY

producers and distributors, such as NTA, he explained, were adversely affected by a glut resulting from the bulk sale of some feature-film libraries to tv stations and by a reduced demand for independent programs which resulted from increased preemption by the networks of broadcasting time of their affiliated stations. He said NTA had reorganized its sales operations to adjust to these changed conditions and substantially reduced operating costs.

NTT through NTA owns WNTA-AM-FM-TV Newark, N.J. (New York), and WDAF - AM - TV Kansas City. KMSP-TV Minneapolis - St. Paul, was sold to 20th Century-Fox last year for $3.5 million.

WGN-TV will colorcast Cub, Sox ball games

Color television will be off and running with the crack of the bat in Chicago this year.

WGN-TV Chicago will colorcast all 120 home daytime games of the White Sox and Cubs in major league baseball's only two-team city. The announcement is being made today (Monday) by Ward L. Quaal, vice president and general manager of WGN-AM-TV, and John L. Burns, president of RCA. To cover the contests from both Comiskey Park and Wrigley Field, WGN-TV has ordered four new RCA cameras. WGN-TV claims it will be the first station in the country to colorcast an entire schedule of major league games.

WGN-TV is negotiating for a new two-year pact with the Cubs, all of whose 77 home contests will be televised in color. A three-year contract with the Sox expires this year. Renegotiations were underway last week with Theodore Hamm Brewing Co. and Oklahoma Oil as baseball co-sponsors. WGN-TV levies no additional charges to clients for the addition of color.

Brokerage service

Howard E. Pill & May Inc., Montgomery, Ala., investment securities firm, has announced opening of its media sales department, which will be headed by William W. Hunt. Mr. Hunt has had some 40 years' experience in radio and newspaper advertising and was for some time commercial manager of WAPX Montgomery. Mr. Pill is also a veteran of more than 28 years in broadcasting as well as the investment securities business. The firm is prepared to discover and negotiate for purchase or sale of radio and newspaper properties.

MR. HUNT

1960 CENSUS SET FOR APRIL

It'll be late 1961 before radio-tv count is computed; electronic devices to be used

The 1960 U.S. Census, to be taken in April, will provide the first nationwide count of tv homes since the medium's early days. But the broadcast figures won't be available until late in 1961.

Despite the millions of dollars invested in new computing equipment, the Census Bureau will let the tv and radio data remain for months in microfilm cans while other census information is processed and published.

The reason: Broadcast figures, a part of the Housing Census, are way down the Census Bureau priority list.

Details of the speedup methods to be used in the 1960 census project were announced last week by Dr. Robert W. Burgess, Census Bureau director. The low priority assigned in the production schedule to broadcasting information offers little improvement over the two-year lag following the 1950 census.

If There's A Demand • Census Bureau officials could offer no hope for a higher broadcasting priority other than to say the production schedule was being reviewed from time to time. They suggested the processing of special types of data can be speeded up if there is a demand from interested groups.

Census information will be collected by 160,000 enumerators. They will visit the nation's dwellings in April after an advance mailing of forms to each household. The full population count will cover nearly 180 million people.

In late April and May the preliminary population count for each tabulation district will be announced locally after hand-processing. The enumerators' forms will then be sent to Jeffersonville, Ind., for microfilming. A preliminary count of the nation's total population will be available late in the year, as required by law. Some county and state population figures will be made available during the autumn. General population characteristic data will be published between next November and February 1961.

Under the present schedule the first national estimate of radio-tv homes, including multiple set ownership, will not be published for at least a year after the census enumerators collect their figures.

Probably by autumn of 1961 the bureau will start releasing its radio-tv figures by states, counties, metropolitan areas, towns and communities over 1,000 population.

Ten Years Ago • In the 1950 census a preliminary national population estimate was made in December of that year, population density by states following in July 1951 and urban population analysis the next November. Metropolitan area radio-tv figures were published in December 1951, with state-county-city radio-tv figures starting to flow in April 1952.

Newest device to be used in the 1960 census is Fosdic (film optical sensing device for input to computers). Two Fosdics will scan the census forms, divided into separate Population and Housing sections, at high speed, taking information off microfilms and feeding it to the two Remington Rand Univac computers at the Census Bureau's Suitland, Md., headquarters and to two other Univacs at universities. Fosdic was developed by the Census Bureau and the Bureau of Standards.

The electronic processing will cut the cost of the 1960 census to $118 million compared to $130 million if the 1950 procedure were duplicated.

The broadcast questions in the 1960 census read: "Do you have any television sets? Count floor, table and portable as well as combinations—1 set, 2 or more sets, no television sets." "Do you have any radios? Count floor, table and portable radios as well as radio combinations. Do not count automobile radios. 1 radio, 2 radios or more, no radio."

Radio-tv campaign to help census takers

Radio and tv stations have been asked to help condition the public for collection of 1960 census data in April.

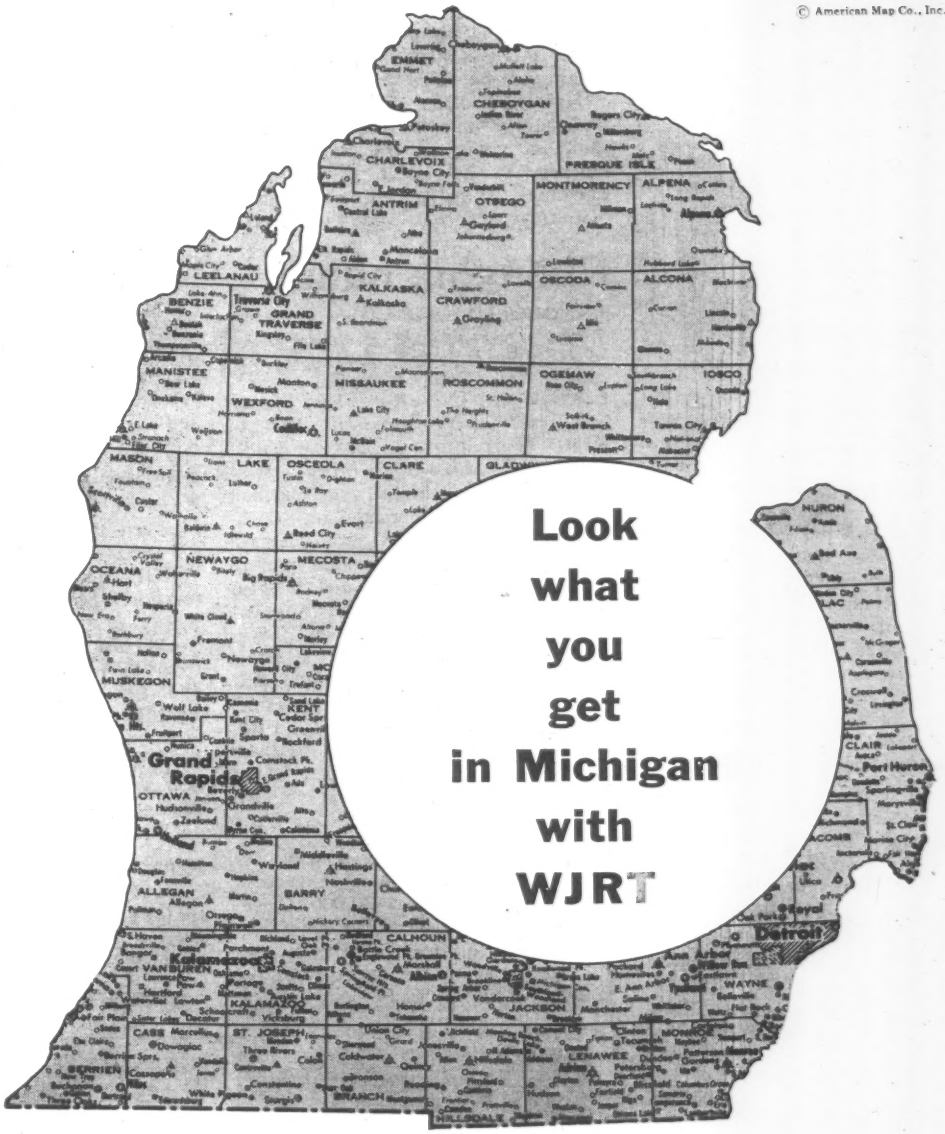
The Advertising Council will provide each station with a kit of publicity materials through Meldrum & Fewsmith, Cleveland, volunteer agency for the campaign. H. H. Oldham, Republic Steel Corp. advertising director, is volunteer coordinator.

The radio kit will contain a fact sheet, 45 rpm recordings of straight, dramatic and jingle spots, and copy for live announcements.

The tv kit will include a fact sheet, animated film spots, telops, slides with text and copy for live announcements. Radio and tv spots will range from 10 to 60 seconds.

District representatives of the Census Bureau will place the following materials with stations—a 15-minute film produced by Remington Rand and the Census Bureau, three half-hour films produced by the National Educational Television Center, copy for a 4½-minute interview and other material.

© American Map Co., Inc. No. 14114



Complete grade "A" signal coverage of Michigan's other big market (Flint, Lansing, Saginaw and Bay City) with one single-station buy!

WJRT

CHANNEL 12—FLINT

PRIMARY abc AFFILIATE

Represented by **HARRINGTON, RIGHTER & PARSONS, INC.**

New York • Chicago • Detroit • Boston • San Francisco • Atlanta

QUIZ AFTERMATH
Audience participation still popular format

The audience participation show has not been affected in the aftermath of the quiz scandal, Carl Lindemann Jr., vice president in charge of daytime programs, NBC-TV, said last week. In fact, Mr. Lindemann stated, the audience participation shows now on the networks in the day hours have either been improving their audience position or are down only a little because of show competition now placed against them. His assessment of audience participation show strength was given to a Radio Tv Executives Society timebuying and selling seminar luncheon in New York.

The subject of the "daytime audience" also was treated by Frank Minehan, vice president and director of media and chairman of the plans board, Sullivan, Colwell & Bayles. Mr. Minehan showed various charts and statistics pertaining to female daytime audience for radio and tv but came to the conclusion that most of the assembled data is "much too general, not definitive enough."

"It would seem more realistic," Mr. Minehan declared, "if some of the present thought and duplicated effort in the measurement of audience composition could be converted toward measuring the female audience of this huge medium in a more imaginative manner, such as household status, marital status, status as to children, educational status, income status. All of these steps are needed in the way of a prelude to the further development of data by which the air media audiences can be related to product use or ownership."

Mr. Minehan indicated that more concrete data is needed on the marketing differences of women of varying ages and cautioned that daytime radio can be penalized and tv over emphasized if a comparison of available qualitative data is made on the basis of homes, rather than of women viewers and women listeners reached.

Daytime Viewing • Mr. Lindemann also stressed that viewing in the daytime is still at a high level, noting that 77% of all U.S. homes watch daytime shows 10½ hours per week. He said gross time billing was up from $135 million in 1958 to $166 million last year.

Mr. Lindemann admitted that filmed repeats of off-the-network shows are becoming strong in the daytime patterns: NBC-TV will have two in February, CBS-TV and ABC-TV three each. But, daytime will continue to program mostly live because there is not enough film to feed programming, he said.

He predicted that there will be more personalities in the future. NBC, he said, is "going on the road to key markets to get local personalities." Daytime tv, he added, needs more "Godfreys, Moores and Linkletters."

Changing hands

ANNOUNCED • *The following sales of station interests were announced last week, subject to FCC approval:*

• KFBB-AM-TV Great Falls, Mont.: Sold by Wilkins Broadcast Inc. to KFBB Corp. for $616,000. KFBB Corp. is comprised of David E. Bright, Los Angeles industrialist and chairman of board, H & B American Corp. (aviation parts and forgings), 55%; Ernest Scanlon, Los Angeles motion picture executive, 20%, and Daniel O'Shea, former RKO Radio Pictures president and former CBS vice president, 25%. Joseph P. Wilkins will remain as president and operating manager of the new corporation. No changes in personnel or policy are contemplated. KFBB, founded in 1922, operates on 1310 kc with 5 kw. KFBB-TV, which began operating on ch. 5 in 1954, is affiliated with ABC and CBS.

• WLEC Sandusky, Ohio: Sold by Jay Wagner and associates to Cleveland Broadcasting Inc. for $420,000. Cleveland Broadcasting owns WERE Cleveland and WERC Erie, Pa. Mr. Wagner will remain as general manager of the Sandusky station. WLEC operates on 1450 kc with 250 w fulltime.

• KEYC-TV Mankato, Minn.: Sold by KNUJ Inc. group headed by Walter K. Mickelson to KEYC-Lee Tv Inc. in a transaction aggregating $400,000. Lee Radio Inc. will pay $280,000 for 70%. KNUJ Inc. will purchase 10% for $40,000. The remaining 20% is dispersed among 16 individuals who will pay the remaining $80,000. Lee Radio Inc. is headed by Lee P. Loomis (9.18%) and 12 other stockholders. Lee Radio Inc. owns KGLO-AM-FM-TV Mason City, Iowa; KHQA-TV Hannibal, Mo.; WMTV (TV) Madison, and WKBA (TV) LaCrosse, both Wisconsin; and WTAD-AM-FM Quincy, Ill. KEYC-TV is on ch. 12.

• WCME Brunswick, Me.: Sold to Roger H. Strawbridge and William N. McKeen, Boston advertising executives, for $90,000 plus 51% stock interest in WHOU Houlton, Me. Purchase is in two parts: Messrs. Strawbridge and McKeen are paying $65,000 plus 51% stockholding in WHOU for 60% interest in WCME to Glenn H. Hilmer, and $25,000 for 33⅓% interest in WCME to Clifford G. Kemberling. Mr. Strawbridge is already the owner of 6.5% of WCME. The 33⅓% transaction was handled by broker Haskell Bloomberg. WCME is 500 w daytimer on 900 kc.

APPROVED • *The following transfers of station interests were approved by the FCC last week (for other Commission activities see* FOR THE RECORD, *page 102).*

• WJOB Hammond, Ind.: 99% sold by

On-the-spot coverage • While two Kansas City (Mo.) detectives traded volleys of gunshots with two murder suspects in a wooded area near Parsons, Kan., Joe Kramer, newsman-cameramen for KCMO-AM-TV Kansas City, Mo., photographed the foray. He was the only newsman on the spot, having flown to Kansas with the detectives in KCMO's "Operation Skywatch" Executive Aircraft on Jan. 5. After the gunmen's capture, he phoned a report to the station's newsroom—before the first reporters from Kansas City newspapers arrived on the scene. Mr. Kramer flew back to Kansas City with the film; had it processed, and had the first and only film of the capture and surrender on the air that evening, according to the report from the station.

IN MEMPHIS...
IT'S CHANNEL 3

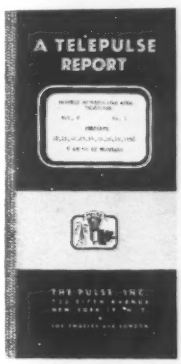
First by Far!

In Survey After Survey—

Here are the latest Memphis Surveys, showing leads in competitively-rated quarter hours, sign-on to sign-off, Sunday thru Saturday:

	A.R.B. Sept. 27-Oct. 24, 1959 (Metro Area)	Pulse November 1959 (Metro Area)	Nielsen Nov. 9-Dec. 6, 1959 (Station Area)
WREC-TV	245	270	275
Sta. B	72	82	59
Sta. C	80	43	72

1st by A.R.B.



1st by Pulse

1st by Nielsen

WREC-TV
Channel 3 Memphis

CBS TELEVISION

Represented Nationally by the Katz Agency

BOB HOWARD
GENE KLAVAN
DEE FINCH
WILLIAM B. WILLIAMS

On Wednesday, Nov. 18, WNEW began to air a 50-word announcement at least once during every hour: "...whether or not you get the turkey wishbone on Thanksgiving Day, WNEW would like to make your wish come true. Every hour, all day, Thanksgiving Day we're going to give away a brand new transistor radic. Just mail your name and address..." Through Nov. 25, we had received 144,897 qualified entries. All together: 154,087 by Monday, Nov. 30. WNEW is proud to have piled up more evidence of what it means to be number one in the number one market.

WNEW RADIO
New York 17, New York

REPRESENTED BY ROBERT E. EASTMAN & CO., INC.

Adair Charities Inc., nonprofit corporation, and others to Julian Colby, David Smerling and others for $435,500. Messrs. Colby and Smerling are officers of ABC Vending Corp. WJOB is on 1230 kc with 250 w.

• WQUA Moline, Ill.: Sold by G. LaVerne Flambo to group headed by Len H. and Burrell Small for $410,000 plus agreements to hire Mr. Flambo as a consultant for 70 months for $52,000, not to compete for 10 years for $1,000. Assignee will be controlled by Kankakee Daily Journal Co., licensee of WKAN Kankakee, owner of WRRR Rockford, both Illinois, and KKIS Pittsburg, Calif. Comr. Bartley dissented. WQUA is on 1230 kc with 250 w.

• WMAK Nashville, Tenn.: Sold by Howard D. Steere and others to group headed by Frederic Gregg Jr. and Charles H. Wright for $342,500. Mr. Gregg is sole owner of WCMI-AM-FM Ashland, Ky., and has 33⅓% interest in WOMP-AM-FM Bellaire, Ohio. Mr. Wright also has minority interest in WOMP. Comr. Bartley dissented. WMAK is on 1300 kc with 5 kw.

• WEOK Poughkeepsie, N.Y.: Sold by Mid-Hudson Broadcasters to Hudson Valley Broadcasting Corp. for $300,000. Paul Smallen, head of Paul Smallen Adv., N.Y. and Lazar Emanuel, New York attorney, are principals in Hudson Valley. Arthur J. Barry Jr., is president of selling firm. Purchasers paid Mr. Barry $25,000 not to compete within 50 miles for five years. WEOK is on 1390 kc with 1 kw day.

• KTEE Carmel, Calif.: Sold by Paul F. Hanson to Sam S. Smith, who is in the real estate business. Purchase price was $150,000. KTEE is on 1410 kc with 500 w day.

TelePrompTer to buy catv operations

A prospectus, issued in connection with an offering of 145,000 shares of TelePrompTer common stock revealed expansion of the company into the community antenna tv system field and plans to purchase KNDE-AM-FM Aztec, N.M.

The stock issue, which was oversubscribed, brought in $1,745,000 with each share priced at $12.

The prospectus stated that TPT last Nov. 25 bought a community tv system in Silver City, N.M. (about 750 subscribers) from the Antennavision Inc. group for $150,000 in cash. Proposed catv purchases are of Farmington Community Tv Inc., Farmington, N.M. (about 3,500 subscribers) for $486,000 in cash and 21,600 shares of TelePrompTer stock, and Rawlins Community Tv Co., Rawlins, Wyo. (about 1,500 subscribers) for $110,000 in cash and 5,065 shares of stock. Both the Farmington and Rawlins catv operations are part of the Bill Daniels holdings.

In detailing the plans for the Farmington catv acquisition, the prospectus explains that TelePrompTer is negotiating for an option to purchase the assets of KNDE-AM-FM for $52,000 in cash or stock, together with the assumption of approximately $30,000 in liabilities. KNDE, granted in 1958, operates on 1340 kc with 250 w. KNDE-FM, granted last year, is on 94.9 mc with 3.4 kw. I. E. Shaheen is president of the licensee company.

Nominations sought for Hall of Fame

The deadline for nominations for the annual Hall of Fame Award of the Broadcast Pioneers has been set at Feb. 15. Any member of the organization may nominate a candidate. Anyone in the world who has made an outstanding contribution to broadcasting and who has been deceased at least two years prior to the annual meeting is eligible for nomination. Broadcast Pioneers was founded in 1950 and has elected one person to its Hall of Fame each year. This year's nominations should be sent to William S. Hedges, chairman of the Pioneers Award committee, at NBC, 30 Rockefeller Plaza, New York 20.

The award will be announced at the Broadcast Pioneers' annual dinner meeting April 5, the week of the NAB convention, at the Conrad Hilton Hotel, Chicago.

• Rep appointments

• KJR Seattle, KXL Portland, Ore., and KNEW Spokane, Wash., appoint Daren F. McGavren Co. national representative. McGavren Co. represented these stations prior to May 1959.

• WKJG-AM-TV Fort Wayne, Ind., WSJV (TV) and WTRC South Bend-Elkhart, Ind., appoint The Branham Co. national representative.

• WACK Newark, N. J.: Hal Walton & Co. as national representative.

• Donrey stations (KFSA-AM-TV Fort Smith, Ark., KLRJ-TV Las Vegas, KOLO-AM-TV Reno, KOKL Okmulgee, Okla., and KGNS-TV Laredo, Tex.): Headley-Reed Co. as national spot representative.

CALIFORNIA **$225,000**

Full timer, extremely desirable coastal area, an owner-operator can do well with this and the living is great. $75,000 cash will handle.

FLORIDA **$100,000**

Day timer in real growth market. Presently earning small profit, but can do much better for owner-operator who wants to grow. $25,000 cash and liberal payout.

NEW ENGLAND **$160,000**

Profitable full timer in small market. Excellent facility and chances for growth. $45,000 cash and terms.

NEGOTIATIONS • FINANCING • APPRAISALS

Blackburn & Company

Incorporated

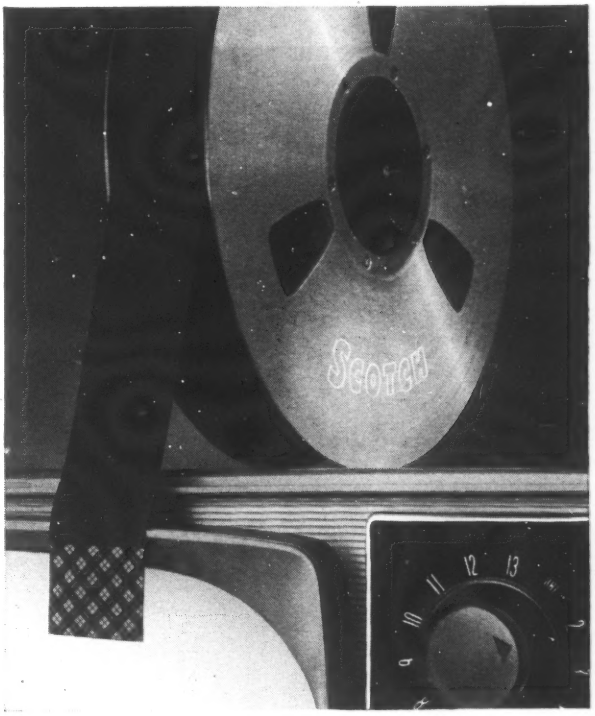
RADIO - TV - NEWSPAPER BROKERS

WASHINGTON, D.C.
James W. Blackburn
Jack V. Harvey
Joseph M. Sitrick
Washington Building
Sterling 3-4341

MIDWEST
H. W. Cassill
William B. Ryan
333 N. Michigan Ave.
Chicago, Illinois
Financial 6-6460

ATLANTA
Clifford B. Marshall
Stanley Whitaker
Robert M. Baird
Healey Building
JAckson 5-1576

WEST COAST
Colin M. Selph
Calif. Bank Bldg.
9441 Wilshire Blvd.
Beverly Hills, Calif.
CRestview 4-2770



WHY IS VIDEO TAPE MADE ONLY BY 3M?

When the first video recorders were introduced in 1956, there was a big "if." Video recording would revolutionize the television industry IF someone could make a magnetic tape that would meet its fantastic demands for quality and durability.

This meant a tape with an essentially perfect oxide coating that would hold up under tremendous operating pressures, heat and tension under repeated use. This, then, would result in cutting production costs for TV commercials in half, provide perfect rehearsal conditions, eliminate fluffs and insure a "live-looking" finished product. In short, it meant doing the nearly-impossible.

3M did it . . . and when the daylight saving time deadline of April 27, 1957, brought demands for video tape in quantity, 3M did it again.

What made the difference? Experience and research. 3M had 50 years of experience in precision coating processes. 3M pioneered in magnetic tape manufacture.

After three years, 3M remains the only commercial manufacturer of video tape. While others try to make a workable video tape, 3M can concentrate on further advances in "SCOTCH" BRAND, the tape that is already time-tested.

MINNESOTA MINING AND MANUFACTURING COMPANY
. . . WHERE RESEARCH IS THE KEY TO TOMORROW

3M COMPANY

"SCOTCH" and the Plaid Design are Registered Trademarks of 3M Co., St. Paul 6, Minn. Export: 99 Park Ave., New York. Canada: London, Ontario. © 1960 3M Co.

first ratings of the upcoming decade!

FIRST TRENDEX OF 1960:

ABC-TV	19.1
NET Y	19.0
NET Z	17.5

Source: Trendex Report, Jan., 1960, 8-10:30 PM, Mon.-Sun.

FIRST NIELSEN OF 1960:

ABC-TV	19.3
NET Y	19.1
NET Z	17.3

Source: Nielsen 24 Market TV Report, Average Audience, first Jan., 1960 interval, week 1, 8-10:30 PM, Mon.-Sun.

Religious radio-tv group airs problems

"I'll take freedom at its worst to legislation at its best."

The speaker: Chairman John C. Doerfer of the FCC. The place: 17th annual convention of National Religious Broadcasters in Washington.

Addressing NBR's Jan. 20 luncheon, Chairman Doerfer reviewed the legal and constitutional aspects of the FCC's role in the controversy over quiz scandals. The group's membership comprises religious broadcasters who proclaim the right of broadcasters to sell time to such groups and the right of religious interests to purchase broadcast time.

Way of Life • Dr. Oswald C. J. Hoffman, of *The Lutheran Hour*, New York, suggested phoney wrestling and quiz scandals may be symbolic of the present way of life but contended the industry can't dodge its responsibility over programs.

"If the industry can't regulate itself, it must be regulated from the outside," he said.

Sen. Vance Hartke (D-Ind.) pointed to areas in the national life "where we are not loyal to the truth." He added, "We have seen the servants of the broadcasting industry sacrifice truth and their integrity on the altar of sham and mediocrity. How did this happen to such a proud and trustworthy profession? Because truth was no longer regarded as [a] primary aim."

NAB President Harold E. Fellows told the association that broadcasting "has done more to advance religion than any other single medium."

No Legal Requirement • Mr. Fellows reminded that no broadcast facility is required by any federal agency to provide a specific amount of time for any particular group or organization but merely committed by law to operate in the public interest.

Allocation of public service time in religion or any other field must be based on community needs and the effectiveness of local organizations in fulfilling these needs, he said. Mr. Fellows continued, "As a broadcaster, aware of the multitude of diverse faiths in our country, I would plead for a greater mutual understanding of the fearful problem which faces broadcasting in the fair and proper allocation of time for religious programming.

"Let us remember that there are many broadcast programs other than those designated as strictly 'religious' which help to form moral values, in a very real and true sense."

Robert F. Hurleigh, MBS president, told the association sponsored programs are just as eligible as sustainers for public service classification. He said he didn't blame the press for playing up the quiz scandals, especially after some broadcast executives tried "to sweep the story under the carpet" in hope it would be forgotten.

Rep. Walter Moeller (D-Ohio), for 22 years a Lutheran minister, opposed compulsory allotment of time for religious broadcasts, suggesting instead that religious broadcasters improve their performances to create public demand for their programs.

Far-reaching Measures • Dr. Eugene R. Bertermann, in his presidential address, cited the "far-reaching steps being taken by the entire radio and television industry."

He said it is becoming increasingly difficult for religious broadcasters to secure adequate air time.

Religious broadcasters, Dr. Bertermann said, "must continue to do everything in their power to help maintain and increase the amount and quality of sustaining time by maintaining cordial relations with station and network management, producing the best programs possible and following-up promising leads."

NRB's annual Award of Merit was presented to Dr. Charles E. Fuller, whose *Old Fashioned Revival Hour* is on 625 radio stations in the U.S., Canada and other countries.

News staffs merge

KREX-AM-FM-TV Grand Junction, Colo., has merged its news-gathering facilities with those of the *Grand Junction Daily Sentinel*, moving its news department into the paper's downtown building. The merger increases KREX's staff, in effect, by some 70 area correspondents as well as half a dozen reporters and feature writers. Principals in the move explicitly stated that this would in no way affect the business or editorial policies of either party.

• Media reports

Banned by the board • The Worcester, Mass., school board Jan. 6 banned WNEB, that city, from broadcasting its meetings, which had been on that station since 1953. The board gave as its reasons: The committee would get more work done if members were not tempted to make radio speeches; newspaper coverage is adequate; the station was "unfair" in suspending broadcasts during the 1959 election campaign. John J. Hurley, WNEB president and general manager, has protested the ban and asked the school committee to reconsider. The board passed the ban by a 4-3 vote. *The Worcester Telegram*, in an editorial, agreed with WNEB's protest and urged that the public be allowed to hear the meetings.

IMN ties Air Force • The Intermountain Network has contracted for exclusive national broadcast rights of all Air Force Academy football games during the 1960-62 seasons, according to Lynn L. Meyer, IMN's president. The agreement includes 10 home and away games each year.

Spot news • KPOL Los Angeles is beginning to incorporate portions of MBS newscasts, particularly on-the-spot reports of news events into its own news broadcasts. Affiliation of KPOL with MBS had been announced a month ago, but was held up pending completion of arrangements with AFTRA, which calls for a higher scale for announcers at network stations in Los Angeles and other key cities than at non-network stations (BROADCASTING, Dec. 14, 1959). An arrangement has been worked out between station and union whereby KPOL increases its staff scale by $5 a week and is permitted to make use of the Mutual news service. Agreement is to run for six months, after which it is subject to review. The KPOL-MBS pact calls for

Etv boon • Raymond Hurlbert (l), general manager of the Alabama Etv Commission, thanks W. B. Pape, general manager of WALA-TV Mobile, Ala., for the station's gift of about $100,000 worth of equipment to the commission. WALA-TV has filed with the FCC to construct a new tower and studio some miles from its present operation. When the move has been made, the station will donate its present 732-foot tower, 1,050 feet of transmission line and studios and buildings with 3,000 square-feet of floor space to the commission for an etv station in Mobile. Mr. Hurlbert says that an additional $100,000 will be necessary for microwave links to the etv network. Claimed to be the largest network of its type in the nation, it now serves 216,116 public school viewers in 438 schools, and offers college credit courses and teacher refresher courses.

America's modern way of doing business

Youngster is inoculated with vaccine from Chas. Pfizer & Co. Inc., world famous pharmaceutical manufacturer

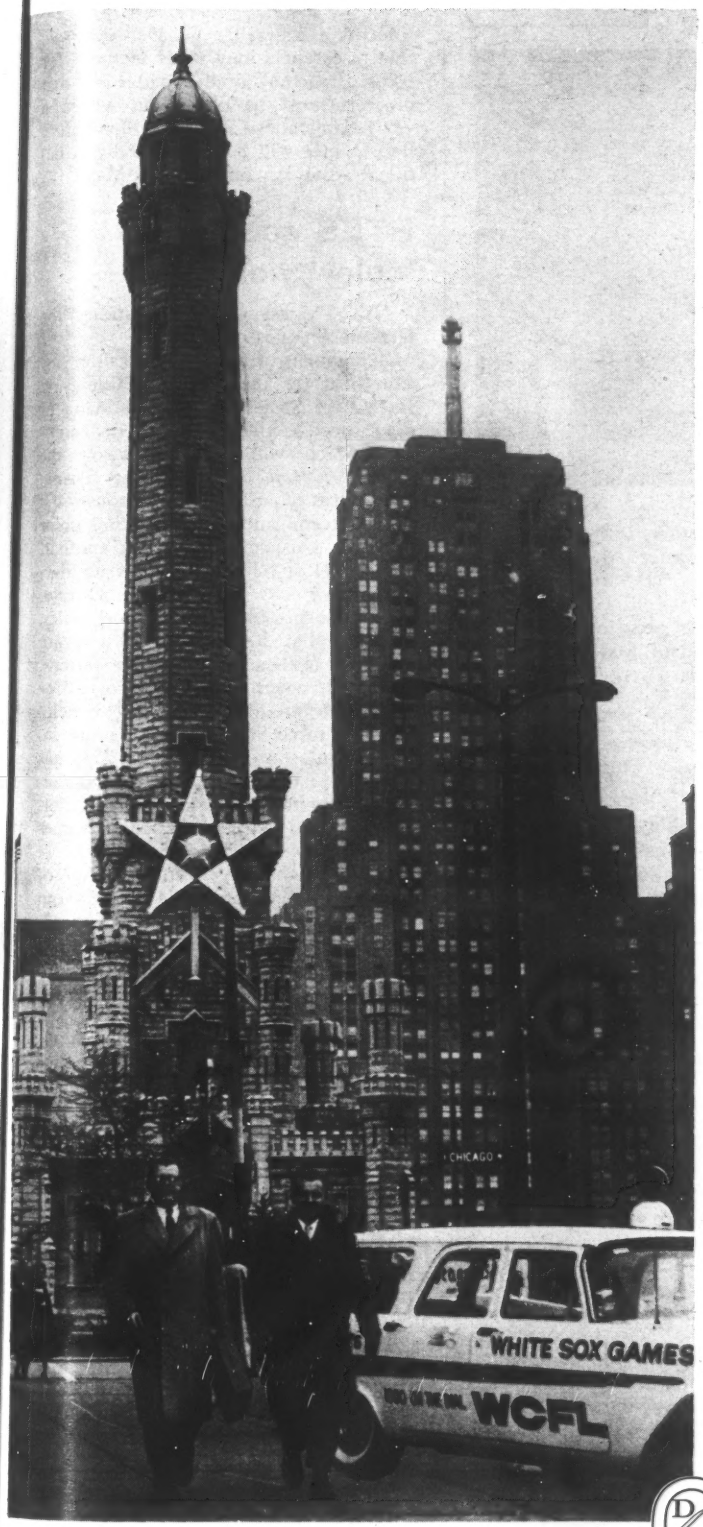
Air Express speeds vaccine to Doctors . . . in just hours

A child comes down with flu. Then another. And another. The local Board of Health's supply of vaccine runs low. A wire is sent to Pfizer. A few hours later, all the children are inoculated. Only AIR EXPRESS delivers so fast, so dependably—anywhere in the U. S. This high-priority shipping service, the nation's most complete, is America's new way of doing business—even for day-to-day shipments. Kid-glove handling. Jet-age speed. Amazingly low cost. And just a single phone call is necessary. Whatever your business—parts, perishables or new models—with AIR EXPRESS you're FIRST TO MARKET . . . FIRST TO SELL!

AIR EXPRESS

CALL AIR EXPRESS DIVISION OF RAILWAY EXPRESS AGENCY • GETS THERE FIRST VIA U. S. SCHEDULED AIRLINES

ALL McGAVREN MEN HAVE LOCAL EXPERIENCE TOO...



Charles E. Wilson, WCFL — Chicago Local Sales and Ralph Guild of Daren F. McGavren, New York make sales calls on local Chicago advertisers selling the unique effectiveness of WCFL in moving products out of retailers stores — another example of how McGavren salesmen regularly work as local salesmen.

. . . ask the man who *knows!*

Cy Ostrup, San Francisco Manager of Daren F. McGavren Company after his sales work in Chicago stated that—"I came away from Chicago with a new concept for presenting the market and the sales power of WCFL." This personal knowledge and familiarity with the market results in greater service for agencies and substantial schedules for stations.

Marty Hogan, WCFL Chicago General Manager is enthusiastic over the McGavren plan for regularly scheduling all national salesmen to work as local salesmen, and states that . . . "on the local level you can see station policies and programming in action, and better understand the station's objectives in serving its audience and the community."

Tom Haviland, WCFL Commercial Manager believes that every time the Daren F. McGavren Company sends one of its salesmen to work with local people it is another boost for national selling . . . "in selling local advertisers we live with the realities of the market every day. National advertisers need such information to properly plan their broadcast schedules. Talking with someone who has worked in the market is the direct way to get the facts."

WCFL
CHICAGO

represented nationally by

DAREN F. McGAVREN CO., INC.

Radio and Television Station Representatives

NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO
• LOS ANGELES • SEATTLE • ST. LOUIS

Surprise • Hal Gold (r), director of press information of the Mutual Network, was honored by a surprise testimonial dinner at the Roosevelt Hotel in New York last week. About 60 Mutual executives and newsmen who cover the industry attended the fete, at which he was praised for ingenuity in maintaining good press for Mutual during the Guterma bankruptcy crisis last year. Mutual's chief owner Albert Gregory McCarthy Jr. (l), rarely photographed, dropped his customary reticence for the occasion. In center is MBS President Robert Hurleigh. Mr. Gold was given a gold watch and a plaque.

the station to broadcast spots for network advertisers in exchange for the right to use network news.

Last week to deadline • The Overseas Press Club of America is accepting nominations for annual awards, deadline Feb. 1, for presentation March 26 at the 21st annual awards dinner. Broadcast categories are best reporting from abroad, best interpretation of foreign affairs and George Polk Memorial Award for "best reporting, any medium, requiring exceptional courage and enterprise abroad." First two are plaque awards and Polk award carries $500 honorarium. Nominations should be submitted to Overseas Press Club, 35 E. 39th St., New York 16.

Teeners like radio • A brochure issued last week by the Radio Advertising Bureau asserts that nine out of ten of the nation's teenage males listen to the radio during an average week. They average 2½ hours of radio listening per day, spread throughout the day.

Replacement • WATV Birmingham, Ala., joined CBS Radio Network Jan. 4, replacing WBRC there. WATV is 1 kw daytime on 900 kc.

New PGW office • Peters, Griffin, Woodward Inc. has opened an office in Boston, its ninth throughout the country. John T. King II, New York radio account executive, heads the new Boston office and represents PGW radio interests in New England. Theodore D. Van Erk continues as tv representative for Boston and the six New England states. Address: 1400 Statler Office Bldg. Telephone: Hubard 2-6884.

Color comes to Casper • KTWO-TV Casper, Wyo., has started telecasting in color. The station has also increased its power from 28.5 kw to 70.8 kw by substituting a 5 kw transmitter for a 500 watt one to drive its 25 kw amplifier. The signal comes from Casper Mountain, 8,000 feet above the city.

New rep • Hal Walton Assoc., N.Y., new station representative firm, opened Jan. 1 at 18 E. 50th St. Telephone: Plaza 3-1701. The company is headed by Hal Walton, a 12-year veteran of radio-tv management and sales. He was most recently vice president and general manager of WNJR Newark, N.J.

Lincoln appoints • Lincoln Center for the Performing Arts Inc., N.Y., has appointed Robert Saudek Assoc. for the production of television programs based on the performing arts to be offered by the new Lincoln Center, which is scheduled for completion in 1963. According to Reginald Allen, the Center's executive director for operations, Mr. Saudek will package a program or a series of programs which will be offered for sponsorship on network time.

Research grants • The Office of Education, Washington, D.C., is offering grants of up to $2,500 to graduate students and teachers to encourage research in educational uses of movies, tv, radio and other mass media in schools and colleges. Commissioner of Education Lawrence G. Derthick said that researchers may study methods for using all or any of the media but that projects must be completed within a year. Applications should be filed before Feb. 1 and will be reviewed by a national advisory committee in May.

RTES sees NBC 'color' workshop

NBC-TV last week demonstrated the latest techniques of color tv.

A highlight of a studio workshop session held for the Radio & Television Executives Society was the showing of color-taped sequences from "The Tempest" which will be telecast on the *Hallmark Hall of Fame* this season. Novel uses of pastels were demonstrated in one scene and of contrasting color to strike a particular mood in another.

A panel of NBC executives summarized color tv's status. Don Durgin, NBC vice president, tv network sales, reported that 300 tv stations now are equipped to telecast color. The stations, he noted, cover about 94% of all tv homes. He predicted that a factor helping to "force more color" is an increased interest of advertisers. This has shown up, he said, in the rise in advertiser contracts conditioned to color. He estimated that about 600,000 homes now can receive color telecasts.

George Schaefer, *Hallmark Hall of Fame* producer-director, pointed out that full use of color to the best advantage is somewhat restricted at this time by the realization the telecast will be seen mostly in black and white. Once color takes over the tv screen, Mr. Schaefer predicted that the "stops will be pulled out" and more extensive uses made of color to strike moods and effects to heighten artistic values.

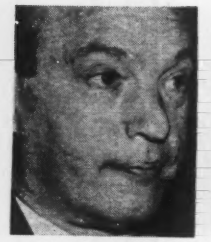
Also shown were techniques used in two commercials: Knox Reeves live commercial for Bisquick (General Mills) and a color-taped 3 minute 42 second Campbell-Ewald commercial on Delco batteries (General Motors).

Bolling Co. expands

The Bolling Co., New York, radio-tv station representative, has opened branch offices in Detroit and Atlanta, making a total of 12 offices for the company, it was announced last week by George W. Bolling, president.

Larry Gentile, in radio and tv sales work for past 27 years in the Detroit area, is in charge of the office there, which is located at 1761 First National Bldg. In Atlanta the office at 2121 Trailmark Drive is managed by Don Naylor, who was previously associated with Atlanta radio and tv stations as well as with an advertising agency there.

'That's the station for us, Joe. It uses Associated Press news. The Associated Press is the largest and best news agency in the world. IF WE CAN GET THE BEST, WHY SETTLE FOR LESS?'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After Justice Dept. antitrust greenlight, they meet in New York and Washington. The result . . .

NETWORKS BUY 'DOERFER PLAN'

Will schedule 'high-level' programs in network option time; new concept of 'sustaining, sponsored' seen in government

The three television networks entered into a voluntary agreement last week under which each will present a full hour of high-level educational or cultural programming weekly in evening network option time, 52 weeks a year, effective immediately after the November elections.

Affiliates are expected to produce and broadcast locally-oriented public service material once every third week in a half-hour period also to be provided by each network from the evening network option time segment.

Both network and local programs could be sponsored.

A corollary development of broad significance to broadcasting was an observation by FCC Chairman John C. Doerfer that arbitrary grade-labeling of all sustaining programs as "good" and all sponsored programs as "bad" is clearly unrealistic, untrue and out of step with the times.

Action Speech • The network agreement stems from the proposal made by Chairman Doerfer in a talk Jan. 14 before the New York Radio and Television Executives Society (BROADCASTING, Jan. 18). It was concluded by top network officials in Washington Tuesday, following several days' telephone and personal consultation with Chairman Doerfer, both in New York and Washington.

The unique pact has the blessing of the Justice Dept. Antitrust Division. Verbal clearance was obtained by Chairman Doerfer from Justice to clear the way for the meetings of the network executives to discuss the FCC chairman's plan. Then, last Wednesday, Mr. Doerfer obtained a written ruling by Robert A. Bicks, Acting Assistant Attorney General, Antitrust Division, Justice Dept., which gave the plan the green light. A joint announcement by the networks was made public Thursday.

Mr. Bicks wrote Mr. Doerfer: "I see no antitrust objection to the plan as you outline in your note to me to enable the FCC to secure more 'informational, educational or cultural programming . . .'."

How major affiliate interests feel about the new network plan was disclosed in Chairman Doerfer's letter to Mr. Bicks seeking antitrust clearance. "I might add," Mr. Doerfer wrote, "that I discussed this on a confidential basis with some well-informed affiliates whose interests do not always coincide with the networks. They agreed that this plan providing for 'option time' [the final network agreement] rather than 'prime time' [Chairman Doerfer's original proposal suggested prime evening time be used, 7:30-8 p.m.] would get the cooperation, in their judgement, of all the affiliates."

FCC CHAIRMAN DOERFER
His plan finds willing cooperation

Elsewhere it was learned the FCC chief had talked with such affiliate interests as Westinghouse Broadcasting Co., Storer Broadcasting Co. and *Washington Post* Stations.

Sustaining Vs. Sponsored • It was in his letter to Mr. Bicks that Chairman Doerfer raised the point of a new concept concerning cliche definitions of sustaining and sponsored programs. After noting his spot check of affiliate reaction, Mr. Doerfer wrote, "The informal discussion with the Commissioners indicate that they, too, are of the same mind. In addition, there are indications that the old concept of 'sustaintaining' (not sponsored) and 'sponsored time' for public affairs programming will be abandoned. There does not seem to be any intelligent relationship between high-level programming and sustaining programming. Experience with high-grade informational, cultural and educational programming during the past few years demonstrates the opposite."

Chairman Doerfer further noted the plan is a "minimum." He said that since it will be done on different days, "competition will be increased between high-grade programming and ordinary entertainment programming." The three networks observed "the plan in no way limits additional programming of this type which the networks offer as part of a balanced operation."

Conferees • The network officials meeting with Chairman Doerfer in New York (Monday) and Washington (Tuesday) included: Leonard Goldenson, president, American Broadcasting-Paramount Theatres and ABC; Oliver Treyz, president, ABC-TV; Dr. Frank Stanton, president, CBS Inc.; James T. Aubrey,

president, CBS-TV; Robert Kintner, president, NBC, and Dave Adams, senior executive vice president, NBC.

Although the Justice Dept. assured the FCC and broadcasters that the network public service programming agreement does not violate the antitrust law, it was understood Acting Assistant Attorney General Bicks informally advised Chairman Doerfer this should not be construed as a retreat from the Justice Dept. opinion on illegality of option time itself.

There was evident immediately in government and broadcasting circles the feeling that the network agreement, reached voluntarily, demonstrates that the industry can and does act promptly to consider and fulfill public service opportunities and responsibilities.

FCC spokesmen appeared satisfied that the evolution of the concept that public service programming can be sponsored and still be "good" represents a change of basic thinking not only at FCC but also in government generally. It is expected the Commission will ask for hardly anything more than what stations have done to survey (and then serve) community needs and may no longer seek a breakdown between commercial and sustaining programming.

Lighter Shoulders • The consensus both inside and out of the Commission was that the network agreement will help unload a big burden from the shoulders of Congress, the Commission and the networks, all of whom have been caught up in the swirl of public clamor over the rigged quiz, payola and deceptive advertising issues.

Mr. Doerfer and the network officials did not attempt to establish specific definitions of what would constitute high-level "public affairs," "informational," "educational" or "cultural" programs. It was understood they agreed that while such terms are hard to define, they are well understood by "experienced broadcasters."

The network agreement provides assurance there will be no overlap of the different programs. The plan gives each network complete flexibility in placing such programs within the evening schedule.

ABC-TV, the networks' joint announcement said, has elected to present two half-hour program series, one on Tuesday evening and the other on Sunday evening. CBS-TV will present either a full hour series on Thursday or a half-hour each on Monday and Friday nights. NBC-TV plans a full hour on Saturday night. The networks will announce later the specific times as well as the half-hour segments to be earmarked by each network every third week from these program periods for use by affiliates for their local public service originations.

The networks' agreement

Here is the text of the agreement reached by the three tv networks in Washington Jan. 19 for presentation of educational programs regularly in evening network option time as proposed by FCC Chairman John C. Doerfer:

Each network will earmark at least one hour per week in evening option time for informational, educational or cultural programming in a fixed time period for 52 weeks a year.

Each network will decide whether the foregoing weekly hour is to be programmed by it in the form of a 60-minute series or two 30-minute series.

Once every three weeks each network will make available to its affiliates a half-hour period out of the time earmarked as above, so that the affiliates may originate informational, educational or cultural programming on a local basis in that period.

The networks will consult with each other, under the auspices of the chairman of the FCC, so that the periods designated by each under the foregoing plan will fall on different nights of the week and the half-hour periods made available by each network to its affiliates will fall in different weeks, for the purpose of providing a maximum weekly spread of the informational, educational and cultural programming to which this plan applies.

In view of the intensive public affairs coverage planned by the networks and stations between the political conventions and election day, this plan will go into effect beginning the second week of November 1960.

Doerfer Comments • In his acknowledgement of the network agreement Thursday, Chairman Doerfer said the Commission "is gratified" with this development. He continued:

"The plan is a minimum one and must be regarded as an addition to that which is presently being done and planned for the future.

"Although the plan will not be put into formal effect until after the elections this fall, it must be remembered that a good deal of time must be reserved for Presidential and local candidates who are seeking high public office, beginning with the conventions in July.

"This action demonstrates, in my opinion, the ability of the industry to respond promptly to a felt need.

"I must mention, also, my appreciation of the Department of Justice—in particular, Robert A. Bicks, Acting Assistant Attorney General, Antitrust Division, for his helpful cooperation in this matter—and to affiliates who have indicated to me that most, if not all, affiliates would cooperate."

FCC program hearing enters final phase

The FCC begins the final phase of its public hearing into radio and television today (Monday) with rebuttal testimony from Broadcast Music Inc. and a statement from Donald McGannon, president of Westinghouse Broadcasting Co.

Sessions also are scheduled for Tuesday, Thursday and Friday of this week. Following the first two witnesses, three spokesmen for the NAB will testify. Taking the stand later in the week will be the heads of the three major tv networks.

Cliff Gill of KEZY Anaheim, Calif., will testify for the radio standards committee of NAB. He will appear either late today or tomorrow. He will be followed by NAB President Harold Fellows and special counsel Whitney N. Seymour, who will discuss the FCC's constitutional authority.

CBS President Frank Stanton will be the first network witness, appearing either late Tuesday or Thursday (no hearing is scheduled Wednesday because of the regular FCC meeting). Robert Sarnoff, NBC board chairman, and Leonard Goldenson, president of ABC, will follow Dr. Stanton.

Repeat Performance • Mr. McGannon already has appeared once before the FCC during the current investigation. Last month, he testified as chairman of the NAB Tv Code and he will be appearing today as the head of multiple-owner Westinghouse. BMI Board Chairman Sydney Kaye has asked to be heard to reply to charges that the operations of the music licensing group result in payola and the exclusion of ASCAP music (BROADCASTING, Jan. 11).

To date, the sessions have consumed 15 actual hearing days, beginning Dec. 7, 1959. Over 75 witnesses have testified (most in person). The Commission hopes to conclude the hearing this week although a spokesman said there is a possibility one or two of the network heads may not appear until next week. However, the Commission has a date Feb. 2 with the Senate Commerce Com-

mittee for questioning on allocations (see story, this page).

All seven commissioners will be in Washington this week for the first time since the hearing began, but at least one will not be present most of today. Comr. Rosel H. Hyde is to appear before a Senate subcommittee holding a hearing on international broadcasting agreements (see story, page 81).

Another View • In a statement filed last week with the FCC, the Speech Assn. of America recommended that the Commission be given direct regulatory power over the networks. Also, the 7,500-member association said, Congress should "define adequately" the FCC's authority over programming and advertising.

The association recommended further that the Commission should carefully screen applicants with more specific rules for balanced programming and should hold hearings in the locality of the station seeking a new license.

"The Speech Assn. of America deplores the failure of the radio-tv industry to provide balanced programming worthy of an educated and democratic society," the statement said. The group, composed of speech teachers, listed these media weaknesses: (1) too many crime shows, westerns and panel shows; (2) too much reliance upon ratings; (3) too much advertiser control of programming; (4) no programming balance; (5) too many advertisements; (6) not enough educational and cultural programming; (7) too little experimentation with new ideas; (8) not enough "significant" local programming; (9) not enough leadership by the networks in setting program standards, and (10) too little public awareness of the role of the FCC in judging programming and advertising against the standards of public interest, convenience and necessity.

Guterma case to jury

The government rested its case Jan. 20 in the New York trial of financier Alexander L. Guterma and his associates. He is charged with conspiring not to file required reports with the Securities & Exchange Commission, an omission the government claims benefited him and co-defendant Robert J. Everleigh to the extent of $690,000, at the expense of F. L. Jacobs Co. The Jacobs Co., a company once controlled by Mr. Guterma, pleaded guilty to SEC violations when the trial began Dec. 7, 1959. Since that date, the government has presented 53 witnesses, 495 exhibits and 3,900 pages of testimony, and has dropped 4 of the original 21 counts. The case is expected to go to a jury this week. The Mutual Broadcasting System and Hal Roach Studios were among the holdings of Mr. Guterma's complex financial empire.

CAPITOL HILL 'ROUNDTABLE'

Sen. Magnuson schedules 'informal' talks with FCC, FTC, networks, NAB and admen

Broadcasters, networks agencies and advertisers and the two federal agencies that regulate their broadcast activities will be called before the Senate Interstate & Foreign Commerce Committee Feb. 19 to explain what they have done and are doing to correct alleged deceptions and other abuses in tv and radio, Chairman Warren G. Magnuson (D-Wash.) said last week.

The list includes the FCC, Federal Trade Commission, NAB and its Tv Code Review Board, the networks, the American Assn. of Advertising Agencies and the Assn. of National Advertisers.

Sen. Magnuson made his statement following a closed meeting of the committee Thursday. He said the FCC will be asked to report on the measures it has taken to correct irregularities in broadcasting and on its current hearing, expected to be completed this week.

The FTC, he said, will be asked about its activities in deceptive advertising and requested to report on its expanded tv monitoring. Networks will be asked about their progress in correcting abuses and NAB will be requested to report on Tv Code activities, he said.

Both the FCC and FTC will be quizzed on whether they feel they are lacking in authority, he said.

The Senate committee chairman said the sessions will not be a "hearing" because no legislation will be under consideration. They will be "roundtable, informal" type discussions, he said.

Chairman Magnuson said the mid-February date was selected to give the FTC time to consider whether it needs additional legislation to fight deceptive broadcast advertising and to give the FCC time to conclude its hearing. He said another reason was to give FCC Chairman John C. Doerfer time to go to a hospital to get "deactivated" because a watch he bought was found to be radioactive (CLOSED CIRCUIT, Dec. 28, 1959). Told that Comr. Doerfer plans to take two weeks off for this purpose beginning Feb. 7 and thus would not be available for the Senate Commerce sessions if they are held the week of Feb. 16, Sen. Magnuson said:

"Well, we'll have to go ahead with the other commissioners. We can't stop everything up here [because Chairman Doerfer cannot be present]. We've got to go ahead [because of the anticipated short session of Congress this year]." But he expressed the wish that the FCC chairman could be present.

Sen. Magnuson, who is also chairman of the Senate Appropriations Committee's Independent Offices Subcommittee which will hear the FCC's and FTC's requests for increased budgets this year (see budget story page 74), did not elaborate on the broadcast abuses he expects to hear reports on.

But in telling the FCC, FTC and broadcasters last November of his plans to call them up for an accounting (BROADCASTING, Nov. 23, 1959, *et seq.*), the Washington Democrat lambasted NAB's Tv Code as "ineffective" against advertising deceptions; criticized the FCC for laxity in halting misleading advertising and overcommercialization and said the agency has no lack of authority to prescribe minimum amounts of public service programs and to effectively regulate networks; and expressed "amazement" that the FTC at that time was only beginning to expand its monitoring of radio and tv advertising.

Sen. Magnuson said last week he had no comment on the tv neworks' announced plans to inaugurate among themselves regularly scheduled public service programs in prime time, but added: "Any new public service program is a good thing."

Channel probe opens with FCC witnesses

FCC members will be the first witnesses at 10 a.m. Feb. 2 when the Senate Communications Subcommittee reopens hearings on television allocations, Chairman John O. Pastore (D-R.I.) said. Hearings will be in Room 5110, New Senate Office Building.

Sen. Pastore said he hopes his Senate unit "will be able to determine once and for all what the policy is with reference to the utilization of the vhf and uhf television channels in the FCC's over-all tv plan, so that the general public will know specifically what kind of service and the amount of service it will have available to it."

Because of the way uhf has developed, the announcement said, "many communities deserving of their own tv outlets are either without local tv service or must depend upon tv service from another area."

It was noted the parent Senate Commerce Committee has held hearings over several years and in 1956 asked the FCC to take needed steps—such as deintermixture of uhf and vhf where possible—to assure development of a "realistic nationwide competitive tv service."

Nothing Specific • The FCC has

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Pastore may plump for spectrum study

Chairman John O. Pastore (D-R.I.) of the Senate Communications Subcommittee is considering whether to push for a Senate-run study of the radio spectrum, now that plans for one by a House group have been dropped this session of Congress.

"I don't want to give you a categorical answer now," he said, "but check with me a little later." Sen. Pastore said his Senate unit deferred any action of a spectrum study last year to avoid duplication, when Chairman Oren Harris (D-Ark.) of the House Communications & Transportation Subcommittee (and of the parent House Interstate & Foreign Commerce Committee and its other offspring, the Legislative Oversight Subcommittee) announced plans to use an appropriation of $150,000 to carry out such a study.

CHMN. PASTORE
Not competing

He said Thursday he was not aware until then that the House plans for the spectrum study had been dropped. (Rep. Harris explained the week before that the proposed study was being dropped for now because of an impasse caused by differences among government users of the spectrum and non-government users over who should conduct the study and how.)

"We aren't competing with Congressman Harris for headlines," Sen. Pastore said last week. The question of a spectrum study is of great public interest, he added. "Everybody knows," he continued, "that the Office of Civil Defense Mobilization doesn't want to give up the vhf frequencies it now has". Then, turning to a question that's bound to come up again at a hearing his subcommittee will begin Feb. 2 (see story page 72), the Rhode Islander wandered: "What's going to happen to uhf?"

studied various plans since, but has come up with nothing specific on allocations, the announcement said, noting that the FCC in April 1959 reported to the committee these possible courses open to it:

(1) a 50-channel vhf system using the present 12 vhf channels; (2) a contiguous 50-channel vhf system, keeping only chs. 7-13 and withdrawing chs. 2-6 from tv; (3) a contiguous 25-channel vhf system, keeping chs. 7-13; (4) the present 82-channel vhf-uhf system; (5) a 70-channel all-uhf system.

At that time, the announcement said, the FCC said it must first find whether a wholesale reallocation of vhf spectrum space would be feasible. It noted the FCC also said that agency currently is studying with the Office of Defense Mobilization the possibility of reallocating the government band above 216 mc to non-government use, and that "we are hopeful that a definite answer to this question can be given within the next few months."

Other subcommittee members: A.S. (Mike) Monroney (D-Okla.), Vance Hartke (D-Ind.), Strom Thurmond (D-S.C.), Gale McGee (D-Wyo.), Clifford Case (R-N.J.), Norris Cotton (R-N.H.) and Hugh Scott (R-Pa.).

Also to figure in the allocations sessions are Kenneth A. Cox, special counsel to the committee on radio-tv matters, and Nicholas Zapple, professional staff communications counsel.

Harris group gets $410,000 for 1960

The House Legislative Oversight Subcommittee got a $410,000 bankroll last week and promptly began hiring new investigators to step up preparations for its payola hearing which starts about Feb. 8.

The House on Wednesday okayed the subcommittee's request for $275,000 in new funds. Chairman Oren Harris (D-Ark.) the week before had announced that the group will add to this amount about $112,000 remaining unspent from a proposed—but unconsummated—study of the radio spectrum by the sister Communications & Transportation Subcommittee, which he also heads. Also some $23,000 still remains from a $200,000 appropriation to the oversight group last year.

Meanwhile, Chairman Harris said Thursday he had a copy of the proposed interim report of the Oversight Subcommittee "on my desk" and that it was to be considered by subcommittee members at a meeting scheduled last Friday (Jan. 22). A subcommittee staffer indicated that up to that time, other subcommittee members had not been furnished with a copy.

The subcommittee held one closed session Wednesday afternoon, presumably to discuss other matters, including the proposed hiring of a half-dozen new staff investigators and some clerks. It was understood some of the new staffers already had been hired.

The parent House Commerce Committee also held a closed session Thursday to discuss pending legislation, but it was stated that no communications bills were considered.

IKE'S '61 BUDGET
FCC seeks $3 million increase; FTC up too

President Eisenhower last week asked Congress to appropriate $13.5 million for the fiscal 1961 operations of the FCC—an increase of nearly $3 million over the $10.55 million given the agency for the current fiscal year, ending June 30. He also asked for an $800,000 increase in FTC monies, including an increase of $160,000 earmarked for surveillance of radio-tv.

A large part of the increased FCC budget, $2¼ million, is earmarked for a special two-year uhf study (BROADCASTING, Nov. 30, 1959). Noting that the Commission's workload in broadcast activities "continues to increase," the President asked for an appropriation of $2,351,005 in this area, up $160,000 over the current year. Permanent jobs at the Commission (which average $6,415 in pay annually) would be increased by 62 for a total of 1,427 jobs, the budget estimated.

The budget message estimated the Commission will be regulating 5,800 stations (including am, fm and tv) by the end of fiscal 1961, compared to 5,558 for the current year ending June 30. The FCC will process approximately 1,500 applications for these stations during the year, it was estimated.

Of the uhf study, the President said: "The Commission proposed to undertake a comprehensive study of ultra high frequency television transmission and reception. The study is intended to develop technical information essential to the resolution of the television channel allocation problem. It will involve the use of improved transmission techniques, the development of optimum performance receivers and extensive field observations and measurements."

No Federal Etv Items • The budget did not make any recommendation for

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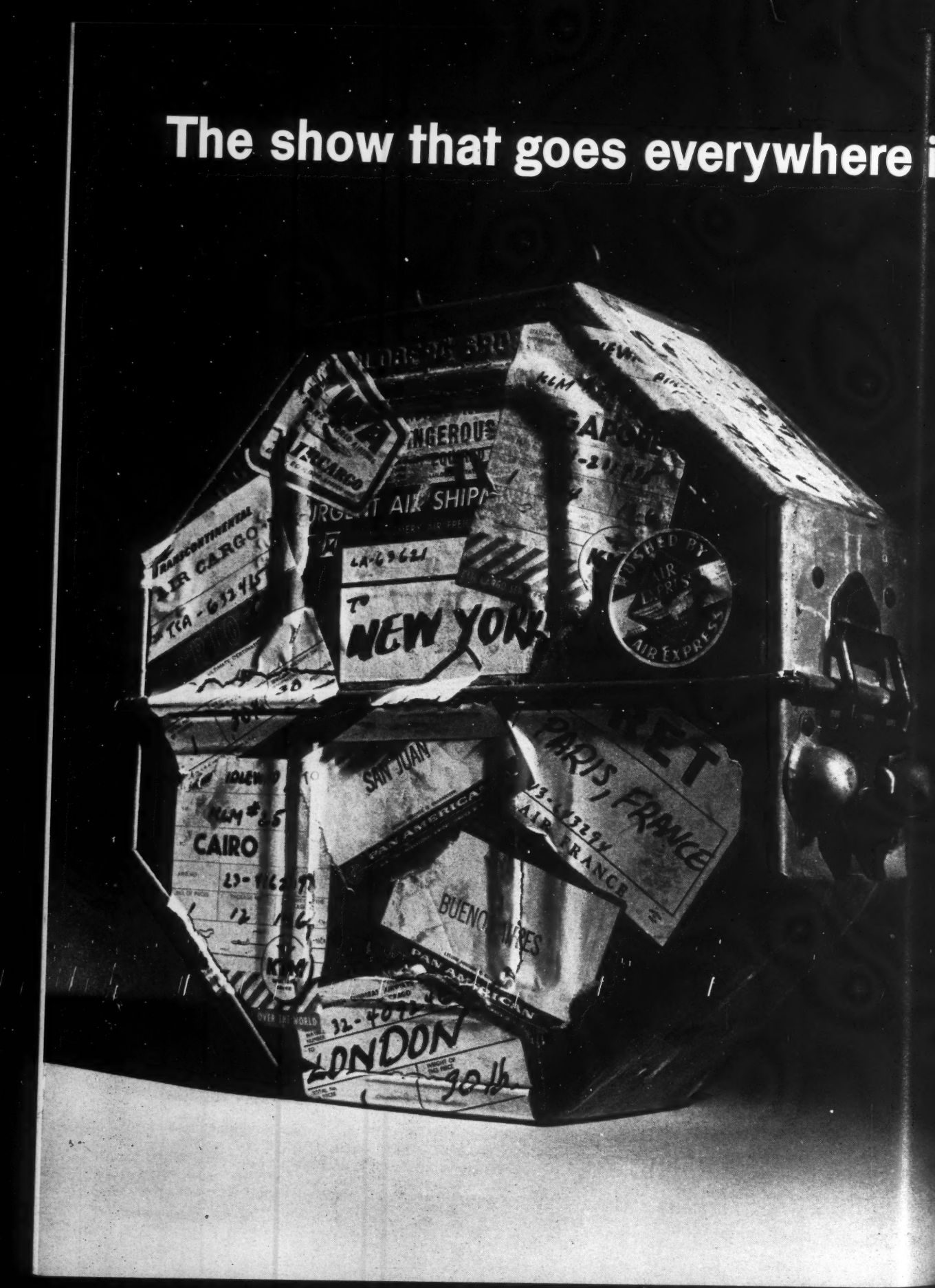

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federal aid to educational tv. Such a proposal, providing $1 million to each state, already has passed the Senate and now is under study by the House Commerce Committee (BROADCASTING, Jan. 18). The Administration has consistently opposed an etv grant as not needed.

President Eisenhower's budget request of Congress included $7.6 million for the FTC, compared to the $6.84 million appropriated for fiscal 1960. Of this total, $1.94 million is earmarked for "investigation and litigation" of deceptive practices, $350,000 more than the current appropriation in this field.

"The Commission has already increased its efforts in the field of radio and tv advertising . . ." President Eisenhower noted. "Funds [including $160,000 increase] are specifically provided in 1961 to support more effectively the Commission's efforts in this field."

An appropriation of $802 million was requested for the National Aeronautics & Space Administration, which plans to place communications satellites in orbit around the earth. The NASA appropriation for 1960 totaled $631 million.

The budget is asking $105.8 million for the U.S. Information Agency, compared to $101.5 million appropriated for the current fiscal year. Included in the total is $17.9 million for radio (Voice of America) and $1.79 million for tv (almost double the $988,700 tv appropriation last year), which plans "worldwide expansion."

The Dept. of Justice proposed 1961 budget totaled $281 million, including $4.76 million for the antitrust division of the Department.

HEARING STICKS
FCC refuses stay in KIMN license case

Charles J. Frederick, hearing examiner of the FCC, last week refused to stay license revocation proceedings against KIMN Denver. Almost immediately, KIMN attacked the examiner's jurisdiction over the petition and the Commission's Broadcast Bureau supported Mr. Frederick and also opposed a second KIMN request for reconsideration of the license renewal hearing (BROADCASTING, Jan. 11).

The Commission originally ordered a hearing on the KIMN license because of alleged off-color remarks aired by one of the station's disc jockeys (BROADCASTING, Dec. 7, 1959). KIMN last week appealed the examiner's decision to the full Commission on the grounds it should rule on both the petitions for stay and reconsideration.

The Broadcast Bureau maintained the examiner was within his rights in denying the request for stay. The bureau pointed out that the revocation hearings do not begin until March 1 and maintained that the prehearing conferences now underway will in no way prejudice or harm KIMN.

KIMN's claims in its petition for reconsideration, now pending before the FCC, are "wholly inconsistent" with provisions of Sec. 312(a)(2) of the Communications Act, the Broadcast Bureau claimed in a separate pleading. "Its [KIMN] interpretation would leave the Commission powerless to revoke a license irrespective of the nature of the program material knowingly broadcast by a licensee," the bureau said in urging the FCC to deny the KIMN petition. "Such reasoning is so untenable that further argument with respect thereto is entirely unnecessary," the Commission declared.

Political expenditure bill argued in Senate

The Senate recently debated a "clean elections" bill (S 2436) introduced last year by Sen. Thomas C. Hennings Jr. (D-Mo.), chairman of the Senate Rules & Administration Committee. The bill would raise the legal financial limits on expenditures by candidates for the Presidency, Vice Presidency, the Senate and the House. It was the first time such legislation had reached the debate stage, though similar bills have been introduced since the 84th Congress.

The bill, applying only to general elections, would raise the maximum amount a candidate for the national offices may spend from $3 million to about $12.5 million; candidates for senator from $25,000 to a maximum $50,000 and for representative from $5,000 to a maximum $12,500.

Sen. Hennings also introduced an amendment which would make the bill apply to primary elections and to political parties operating under certain conditions.

FCC voids KATZ sale day after approval

After approving the sale of KATZ St. Louis for $600,000 last Wednesday (Jan. 20), the FCC announced the next day that it wanted to take a second look and vacated the transfer approval. Multiple-station owner Rollins Broadcasting Co. is selling KATZ to Laclede Radio Inc. (Ralph N. Weil, president, and former general manager of WOV New York).

It was understood that one of the commissioners requested a reconsideration of the approval so that more information could be secured on certain financial interests of one of the Laclede stockholders, who was not named.

ANSWER THOSE FCC QUESTIONS

They'll be considered at renewal time

Broadcasters who may have thought the FCC's two-part payola questionnaire was merely a cursory inquiry into their activities received a two-part jolt last week.

The Commission announced that (1) the payola questionnaire will form the basis of its license renewal considerations and (2) it proposes to initiate rulemaking "which would require licensees to take affirmative steps" to prevent the broadcast of payola material.

The Commission also made clear that where the licensee has answered only Question No. 2 (what steps he has taken to deal with payola) of the two-part questionnaire mailed to all broadcast stations in the U.S. last December, it will defer consideration of any application until both questions are completed. The deadline for answering Question No. 1 ("what matter, if any, has been broadcast by your stations for which service, money . . . has been directly or indirectly paid?") is Feb. 5. However, 3,200 of the 5,200 broadcasters queried have already replied to both questions (BROADCASTING, Jan. 11). The FCC said last week that 300 licensees have still not replied to Question No. 1.

Other Possible Action • Further steps may be necessary, the FCC warned. Such steps would be taken on "the basis of a study of replies and processing experience." Four staffers have been assigned by the Commission for a full-time perusal of the questionnaire replies. A large number of licensees have pleaded innocent to any payola activities and have included signed statements from employes that they have taken no payola for playing records.

The FCC also warned that if any information was furnished to it by the Federal Trade Commission indicating a licensee's involvement in payola, it would "defer consideration of renewals for further study." This action would be undertaken, the FCC said, regardless of whether any question was raised by the licensee's response to the question raised by the questionnaire.

In a related development, the Federal Trade Commission turned over to the FCC last week, the names of air personalities and the stations which they represent who are purported to have received payola from record companies or distributors. It is understood that this list contains about 100 names. The two-page document was sent to the FCC in line with the "liaison" policy between the two agencies for the last three years.

A clarifying policy on public inspection of the questionnaires also was included in last week's Commission announcement. Replies will not be made public, the FCC said, unless formal action is taken in a particular case or in connection with a particular application. If such a contingency develops the Commission indicated that "all relevant material" would be made part of the public record.

Revocation Threat • Although no indication was given that any licensee was in danger of losing his license, Comr. Robert E. Lee has stated that payola would constitute grounds for such revocation (BROADCASTING, Nov. 30). The Communications Act, it has been pointed out, specifically provides that for all material broadcast for which remuneration was received, the person making such payment must be so identified. Penalties for violation range from a reprimand to possible revocation of license, plus fines up to $10,000 and/or imprisonment for one year.

Enright tells FCC about quiz background

Daniel Enright, 50% owner of WGMA Hollywood, Fla., bared his soul to the FCC last week in an effort to answer "serious questions concerning [his] character qualifications . . . to own and operate a broadcast facility."

The FCC had questioned Mr. Enright's ownership in the station following disclosures of his role in the rigging of tv quiz shows and testimony of associates before a New York grand jury (BROADCASTING, Dec. 7, 1959).

Mr. Enright said that he indeed did approve of, and in some instances furnished answers himself, assisting contestants on *Twenty One* and *Tic Tac Dough*. Both programs were originated by Barry & Enright and produced by that firm until its sale to NBC. Jack Barry owns the remaining 50% of WGMA.

"Why did I approve of and engage in these practices?" Mr. Enright asked, and then answered. "I knew that now-questionable techniques of showmanship had been used in radio and tv to sell entertainment. . . . The practice of using controls and aids had long been recognized and accepted as a necessary and desirable means to achieve . . . suspense and excitement. . . . But I neither originated this practice nor used it for evil purposes."

Common and Accepted • He said that by the time *Tic Tac Dough* and *Twenty One* went on the air, the exercise of controls was a common and accepted practice. Mr. Enright promised to submit a brief detailing just how widespread the use of "controls" has been for years, not only in radio and tv, but in practically all fields of endeavor.

There were only two instances in which a contestant was not immediately paid the amount purportedly won, Mr. Enright stated. "In no case, however, was there ever any 'kick back' or other type of payment . . . by a contestant to me or any staff member of Barry & Enright Productions," he emphasized.

Answering the charge that two Barry & Enright producers lied to the grand jury with his "knowledge and apparent approval," Mr. Enright detailed at length why Albert Freedman and Howard Felsher denied contestants had been helped in advance. He said they were determined to protect the names of those so helped and that "argument and remonstration" was futile despite an "all-out effort" on his part to persuade them to tell the truth. Both Messrs. Freedman and Felsher later purged themselves before the grand jury.

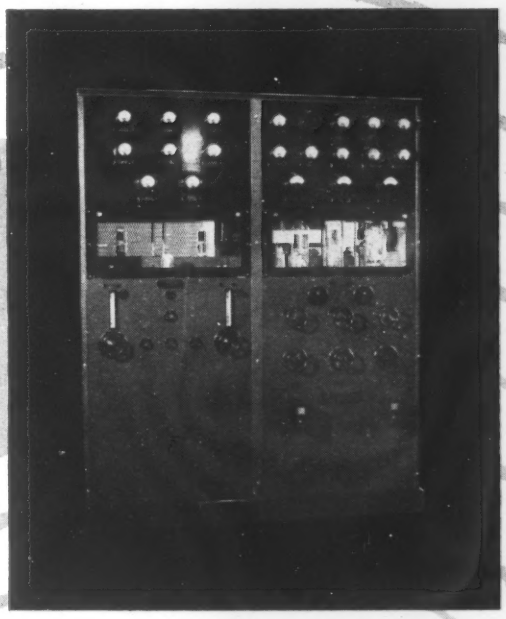
No Denial • Mr. Enright also denied that he at any time advised his public relations counsel to deny help was given contestants or to try to influence their testimony in any way.

Sixteen pages of Mr. Enright's 40-page affidavit to the FCC was devoted to the record of WGMA since its purchase in May 1957 by Messrs. Barry & Enright. He said in 1957 the station had a staff of 10 with a $500 weekly payroll. It has grown to 18 staffers with a payroll of $1,800 per week, he pointed out. Enlargements and im-

Political debate

The chairman of the two major political parties—the Democrats' Paul Butler and the GOP's Sen. Thruston Morton — last week were again proposing to the networks that they donate tv time for debates between the two Presidential nominees. NBC and ABC last week withheld comment. CBS has been proposing such a plan for years, but has met both legal obstacles and disagreement between chairmen of the two parties. FCC Chairman John C. Doerfer said he approved of the idea, but that Sec. 315 would throw the debate open to all legal presidential candidates. He suggested the major parties might avoid this contingency by casting the debates as "news" or "panel" shows, now exempt from Sec. 315.

remember when?



One of the earliest, this commercial broadcast transmitter was purchased by radio station WRR, Dallas, Texas, in 1925. Power for the grid bias, filament and plate was delivered by three motor-generators located in an adjacent room. Rated output was 1 KW, and it offered yesterday's engineer tuning exercise by the hour, tubes and circuits too numerous to mention, critical adjustments and no remote control.

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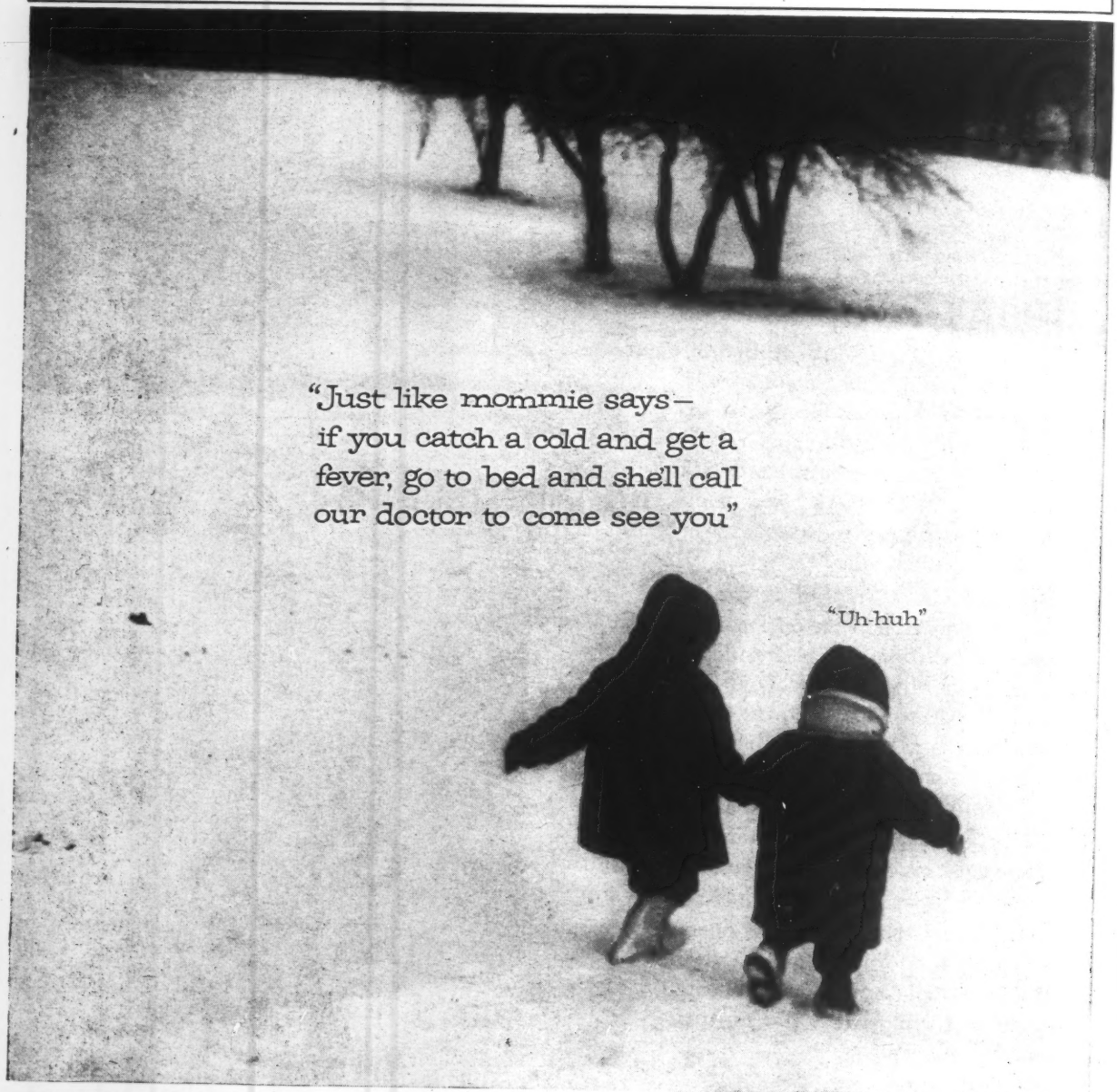

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provements in all phases of operations were detailed. Included also were 27 letters thanking WGMA for public service programming and activities.

Mr. Enright, who also outlined his entire background, including experience with WOR and WNYC, both New York, said that "at present, I am trying to establish myself in the motion-picture production field."

Libel case against Fulton Lewis dropped

A Washington, D.C., libel suit against broadcaster Fulton Lewis jr. by Mrs. Pearl A. Wanamaker, which originally brought a record of $145,000 verdict against the radio commentator, was dropped last week.

Neither attorneys nor Mr. Lewis would comment on the action. No confirmation could be had that a settlement was reached.

The jury verdict, granted to the former Washington State school superintendent, was set aside as excessive last spring by a federal judge in Washington, D.C.

The D.C. suit was filed in January 1957. Mrs. Wanamaker charged that Mr. Lewis libeled her in a 1956 broadcast when he mistakenly associated her with another woman whose brother had gone behind the Iron Curtain and renounced his American citizenship. Mr. Lewis broadcast his correction three days later when he learned he had named the wrong woman. In January last year a federal jury awarded Mrs. Wanamaker $145,000, the largest ever given by a jury in the District of Columbia.

Mrs. Wanamaker filed 17 libel suits in federal and state courts against Mr. Lewis, MBS and the local affiliates carrying the 500-station nationwide broadcast. She won verdicts in two cities, lost in a third city, and the fourth suit resulted in a hung jury. The Washington case took in the national broadcast and resulted from an agreement among the lawyers which led to the dismissal of many of the suits in other cities.

VOA contest success

More than 66,000 replies from every country on the globe except three were received by the U.S. Information Agency's Voice of America in a contest to determine the makeup of the Voice's English audience and its program preferences. VOA awarded 15 transistor radios as prizes after a drawing of names from as many geographical areas of the world.

One winner, unidentified, lives behind the Iron Curtain. Attending the drawing in Washington were ambassadors and other embassy people from 15 countries, USIA Director George V. Allen, Deputy Director Abbott Washburn and VOA Director Henry Loomis. Admiral, RCA and Zenith donated the radios.

Payola suits seen possible

Broadcasters whose stations were used by disc jockeys to puff phonograph records—for which they received under - the - counter payola—may be able to sue record companies for damages.

Roscoe L. Barrow, the law school dean who headed the FCC's investigation of television networks, told the Cincinnati Advertisers Club:

"The licensed broadcasters whose facilities were, without his knowledge, misused through the payola practice, may be able to recover from the recording companies under the familiar equitable doctrine of unjust enrichment."

Not only that, Dean Barrow said, but innocent contestants who lost out in quiz shows to prepped competitors might also stand a chance of collecting "under the torts doctrine of 'loss of chance'," he said.

The U. of Cincinnati Law School head called for action "to prevent a recurrence of quiz show rigging, payola and similar practices which frustrate broadcasting in the public interest," he said. He warned, however, that "care should be taken that unwise legislation engendered by headlines and scandals does not evolve."

Fox borrows on stock but defaults on some

The intimate financial life of Matthew M. Fox came under examination at the Securities & Exchange Commission last week. Mr. Fox, who holds the rights to the Subscriber-Vision method of pay tv, had borrowed money on Skiatron Electronics & Television Corp., stock which allegedly had been sold before and during the time it was registered with the SEC as his own. The SEC placed a trading ban on Skiatron common stock Dec. 18, 1959 which had been continued through Jan. 26. A hearing before Examiner Robert M. Hislop is being held to determine whether Skiatron violated SEC regulations by inaccurate or inadequate registration (BROADCASTING, Jan. 18).

Morton Carlin, president of Judson Commercial Co., New York, testified that he had loaned Mr. Fox some $500,000 on 87,500 Skiatron shares in March 1959 and had sold all but 500 shares when Mr. Fox defaulted on interest payments. Mr. Carlin said that Mr. Fox had been informed of the status of the shares.

In cross-examination, Francis J. Purcell, attorney for Matthew Fox, insisted that his client did not know the stocks were being sold and that some of them had been sold without being in default. He questioned the witness about legal action against Judson Commercial, citing a suit by Alexander Guterma, onetime owner of MBS, in which the complaint was lodged that Mr. Carlin had sold collateral stock the day after the loan had been made. Mr. Purcell stated that as late as September 1959, Mr. Fox had been assured his Skiatron stock had not been sold when, in fact, it had. The attorney charged that Mr. Carlin was not a credible witness, and that he had established a pattern of selling collateral before it was in default.

Harry Burneck, of Stratford Factors, a New York loan company, also testified that he had loaned Mr. Fox cash against Skiatron stock and had sold it when it had become defaulted. Some 40,000 shares were involved. Mr. Fox's attorney maintained that his client was unaware of its sales.

Further testimony on loans made to Mr. Fox was heard Friday, following which the examiner adjourned the hearing until Feb. 10.

List NARBA witnesses for Senate hearing

Several groups have indicated they plan to testify on the North American Regional Broadcasting Agreement (NARBA) and the 1957 U.S.-Mexico treaty on use of broadcast frequencies before a special subcommittee of the Senate Foreign Relations Committee today (Monday), it was learned last week.

The subcommittee is headed by Sen. Wayne Morse (D-Ore.).

A tentative list of witnesses, only partly confirmed, has been scheduled:

Favoring—Comr. Rosel H. Hyde, FCC; Edward A. Bolster, deputy director of the Dept. of State's Office of Transportation & Communications; Gayle Gupton, director, Clear Channel Broadcasting Service; Hollis Seavey, director of the newly-formed Regional Broadcasters; Donald McGannon, president, Westinghouse Broadcasting Co.; Payson Hall, Meredith Publishing Co. stations; Andrew Haley, Washington attorney for about 50 stations, and rep-

resentatives of farm organizations such as the National Grange.

Opposing — Daytime Broadcasters Assn. represented by its Washington attorney, Ben Cottone. Mr. Cottone said Ray Livesay, WLBH Mattoon, Ill., chairman of DBA, will file a statement on DBA's position.

FCC Comr. John S. Cross last week explained that he would be unable to be present because of the current FCC programming hearing.

KBTM drops tv bid

Chief Hearing Examiner James Cunningham of the FCC last week gave his blessing to KBTM Jonesboro, Ark., for the withdrawal of its application for a new tv station on ch. 8 there. The action leaves George T. Hernreich as the sole applicant for the channel.

Mr. Hernreich paid KBTM $7,384.77 as "partial reimbursement" of expenses acquired in prosecuting its application, the examiner noted in dismissing KBTM. Mr. Hernreich owns KFPW Ft. Smith, Ark., and formerly owned 50% of KNAC-TV Ft. Smith and still retains first refusal rights on any future sale of the ch. 5 station. KBTM is equally owned by brothers Alan G. Patterson Jr. and Matthew C. Patterson.

Caution urged in vhf translator rulings

An almost unanimous plea for precautionary measures against interference highlighted comments received by the FCC on its proposed rulemaking to authorize one-watt vhf translators. Those who did not suggest caution, urged complete rejection of the controversial proposal that would not permit low power vhf translators to operate on the same channel as the tv station they repeat. The deadline for filing comment was Jan. 1, with more than 50 comments filed on that date.

Keynoting the opposition was the National Community Television Assoc. Inc., which asked the Commission to prohibit new vhf boosters, and recommended that existing vhf boosters be given a five year period in which to convert to uhf. By licensing established boosters and requiring their gradual conversion, NCTA asserted that "further chaos in fringe area tv can be prevented."

Immediate support for the NCTA proposal came from Jerrold Electronics Corp. In its filed comments, the electronics manufacturer told the FCC that "it has ready" a high-gain uhf converter-antenna for "less than $25" to be made available for translators.

Commercial tv stations filing comments were generally in favor of adoption of the proposal, although many urged the FCC set up and enforce minimum mileage separations to safeguard against interference. Both CBS and NBC supported adoption provided that there is no interference with regular tv service. CBS questioned the FCC proposed ruling that if interference exists between two vhf translators, the problem should be resolved between the two parties involved. CBS pointed out that existing rules provide protection for new uhf translators against interference, and questioned the alleged distinction between the two. It would be more equitable, CBS maintained, "to put the burden on latecomers," with both vhf and uhf translators.

Western translator and catv groups expressed disapproval over the proposed 1 watt ruling. All thought that 1 watt was insufficient power and asked the Commission to grant 3 watts power. Factors cited were the need for elevated sites, reduction of interference, reduced cost, and the elimination of satellite stations, all of which require a power increase.

Video Utility Co., Spokane, Wash., was one of several who recommended that translator groups form an associa-

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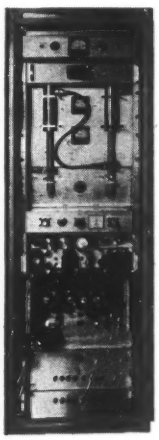

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IN THE CONGRESSIONAL HOPPER:

Here are capsule versions of legislation of interest to broadcasters:

S 2812. Sen. Warren G. Magnuson (D-Wash.)—Would require owner of unused (abandoned) tv or radio tower to maintain painting and illumination prescribed by FCC until it is dismantled. Commerce Committee. Jan. 14.

HR 9627. Rep. Thomas G. Abernethy (D-Miss.)—Would authorize daytime am stations to operate from 6 a.m. to 6 p.m. Commerce Committee. Jan. 14.

HR 9692. Rep. Ray J. Madden (D-Ind.)—Would allow owner of brand, name or trademark of a product to retain property right therein after selling product to reseller and allow such owner to revoke use of right if reseller uses brand, name or trademark in furtherance of bait merchandising, advertises or sells goods at other than "currently established resale prices," or publishes misrepresentations concerning such goods with intent to deceive. House Commerce Committee. Jan. 18.

tion. Video further suggested that to guard against interference with other broadcast facilities, the proposed association "appoint a frequency coordinator for each section who is well versed in reception problems in his area."

Other recommendations received by the FCC concerning the interference problem: no vhf translator within 100 miles of any station on the same frequency unless warranted by unusual terrain features (Joint Council of Educational TV); restriction of vhf translators to remote areas (Assoc. of Maximum Service Telecasters Inc.); and restriction of translator operation in areas where satisfactory service is received from two or more conventional stations (KOMU-TV, U. of Missouri, Columbia, Mo.).

Rule change sought

Kahn Research Labs Inc., Freeport, L.I., N.Y., has asked the FCC to permit am stations to operate with a compatible-single sideband. (CSSB is similar to standard am transmission except that the spectrum energy is concentrated on only one side of the carrier.)

Kahn says public interest, convenience and necessity would be served by amending Part 3 of the Commission's Rules & Regulations to allow this system of modulation. The Labs cite these advantages of the CSSB system: improved high frequency response, increased signal-to-noise ratio, plus reductions in co- and adjacent channel interference, in tv receiver radiation interference and in certain types of fading distortion. Conversion of standard am transmitters to CSSB is by an adapter that can be installed without any modifications of the transmitter. The signal then can be received on all existing am receivers.

• Government briefs

KGUN-TV protests • KGUN-TV Tucson, Ariz., has asked the FCC to reconsider the Commission's grant to let KOLD-TV and KVOA-TV there increase their power-antenna heights and relocate their transmitters to near KOLD-TV's transmitter on Mt. Bigelow. (The move would raise KOLD-TV's antenna from 100 to 3,747 ft. above average terrain. It is increasing ERP from 30 kw to 75.9 kw visual. KVOA-TV's antenna would be raised from 30 to 682 ft. above average terrain with an ERP increase from 5.37 kw to 35 kw visual.) KGUN-TV says its signal from Mt. Bigelow is shadowed within a built-up area in the city limits and extending to the north. Relocating the other station's transmitters to Mt. Bigelow will similarly preclude this area from receiving their signals, KGUN-TV concludes.

Decides for new tv • FCC Hearing Examiner Herbert Sharfman has issued an initial decision for Fisher Broadcasting Co., Portland, Ore., to operate on ch. 2 there. Competing application of Tribune Publishing Co., Portland, was denied. Fisher's stockholders: Fisher's Blend Station Inc., 60%; J.A. Zehntbauer, 10%; Thaddeus B. Bruno, 10%; Joseph E. Franz, 10%, and estate of L.H. Hoffman, 10%. The examiner favored Fisher for its local ownership civic participation and past broadcast performance.

New Bedford merger • Applicants for ch. 6 in New Bedford, Mass., informed the FCC that they have reached a merger agreement. The applicants, E. Anthony & Sons; Eastern States Broadcasting Corp.; New England Tv Co., and Wilson Broadcasting Corp., have agreed to allow the Anthony interests to apply for the site. The applicants for ch. 6 have encountered strong opposition to their proposed location from the U.S. Coast Guard, which claims that its LORAN-C station would be impaired by the New Bedford channel. (BROADCASTING, Dec. 28, 1959).

Educational tv grant • The FCC granted commercial ch. 62 to the Tacoma School District No. 10, Tacoma, Wash., for an educational tv station operated on a noncommercial basis.

Two translator grants • The FCC on Jan. 13 granted cps for new tv transla-

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tors in Cortez, Colo., and Santa Rosa, N.M. The Cortez ch. 76 outlet will translate programs of KFBR(TV) Farmington, N.M. (ch. 12) and the Santa Rosa translator on ch. 70, programs of KOB-TV (ch. 4) Albuquerque, N.M.

Hawaiian show cause • The FCC on Jan. 14, issued an order to show cause why its action of May 1, 1959, assigning call letters KPOI Honolulu to KHON Broadcasting Co. (then owner of the station) should not be rescinded because of confusion with KPOA also Honolulu. The Commission ordered a hearing at a later date and made KPOA, who had protested, a party to the proceeding.

Antitrust hearing • The House Antitrust Subcommittee will hold a hearing beginning Feb. 17 on two bills (HR 2156 & HR 2157) to strengthen criminal laws on bribery, graft and conflict of interest in government, Herbert Maletz, chief counsel, said last week. The bills cover officials and employes of the Executive Branch, all other government officials and employes and members of Congress.

New points of debate • The FCC has added three new issues to the contested Greensboro-High Point-Winston-Salem, N.C. ch. 8 case: (1) duopoly and concentration of control, applicable to Jefferson Standard Broadcasting Co.; (2) availability of main studio by Southern Broadcasters Inc.; (3) applicability of Sec. 307(b)'s equitable distribution to communities clause. The Commission turned down two petitions for reconsideration of the hearing order with respect to Jefferson Standard and Southern Broadcasters Inc. Jefferson Standard owns tv stations WBTV (TV) Charlotte, N.C.; WBTW (TV) Florence, S.C., and 16⅔% of WFMY-TV Greensboro. Principal Southern stockholder is licensee of ch. 26 WTOB-TV Winston-Salem. Jefferson Standard has agreed to dispose of the Greensboro interest if it wins the ch. 8 contest. In addition to Jefferson Standard and Southern Broadcasters other applicants are High Point Television Co. and Tricities Broadcasting Co. Comr. Robert E. Lee dissented in two of the decisions; Comr. John S. Cross in one decision.

'Explosion' canceled • WWL-TV New Orleans, in reply to an FCC inquiry, stated that it canceled the first showing of CBS-TV's report on the rapid growth of the world's population because the station did not feel that all sides to "points in conflict" were presented equally. The station, owned by Loyola U., (a Jesuit institution) said that after further study "the former doubts as to adequacy have been resolved" and that WWL-TV carried the repeat of the program Jan. 14. The Commission had asked the station to comment because of "one or two complaints" the agency had received on the cancellation.

Grant translator • The FCC last week granted ch. 70 to the Anaconda Co., for a new translator station to carry programs of KXTV(TV), ch. 10 in Sacramento, Calif.

Deadline extension • The FCC last week, on a motion by the Clear Channel Broadcasting Service, extended the time for filing comments on rulemaking to duplicate Class I clear channels with regional stations from Feb. 19 to April 1. CCBS had requested a 90-day extension, which was opposed by the Daytime Broadcasting Assn.

More time, please • Two trade organizations, the Assn. of Maximum Service Telecasters and the Assn. of Federal Communications Consulting Engineers, have asked the FCC to extend its Feb. 19 deadline for comments on a proposal to "drop-in" additional vhf channels in principal markets through reduction in mileage separations (BROADCASTING, Jan. 11). AMST asked for an extension of 120 days, to June 20, so interested parties will have "adequate opportunity to submit meaningful and helpful comment. . . ." AFCCE requested a 60 day extension for comments on engineering matters.

Flagstaff hearing • The FCC last week designated for comparative hearing the applications of Greentree Communications Enterprises Inc. and Jerrold Electronics Corp. for a new tv station on ch. 9 in Flagstaff, Ariz. Jerrold (Milton Shapp, president and 56.48% owner with his wife) now owns a catv system in Flagstaff which repeats the signals of Phoenix stations. There presently is no local Flagstaff tv station. Greentree principals include one-time radio personality Stanley N. Schultz, Dr. Arthur V. Dudley Jr., D.D. McCullough, Dr. Louis Hirsch, L.P. Graham and C. A. Van Slyke, each 16⅔%. Comrs. Robert T. Bartley and John S. Cross dissented to the extent they wanted an issue included which would permit FCC to deny a grant to one or both applicants.

Drops construction • Video Independent Theaters Inc., construction permit holders of KVIT (TV) Santa Fe, N.M., announced last week that they are dropping plans to build the ch. 2 station. An attorney for Video said that its board of directors had decided that construction was becoming "too costly for the rate of return expected."

Where should the line be drawn?

Just how far does a station have to go in maintaining a standard of fairness in the allocation of time to differing viewpoints in controversial issues? E.B. Craney, president of KXLF-TV Butte, Mont., has offered to J. Chan Ettien, described as a lobbyist, "any amount of time desired . . . to be used in one evening of his choice" in an effort to comply with FCC rules on the subject.

At the same time, he suggested that publicity men and lobbyists be offered time to answer the opposing views expressed by commentators.

Mr. Ettien complained to the Commission over KXLF-TV's treatment of four measures in the state legislature dealing with community antenna systems and vhf boosters. Mr. Craney said that all four bills were passed by huge majorities and that KXLF-TV made time available to members of the state assembly to discuss these and other issues of their choice. "We did not offer time to attorneys or lobbyists. We did not in any way instruct or guide the talks that were made," he told the Commission.

The station told Mr. Ettien he could have tv time during which any member of the legislature could appear and speak on behalf of "the side he [Ettien] was paid to represent. Now that the session is dead history, he wishes to put on the air others . . . It is not difficult to understand why Mr. Ettien is distressed, since he spent the entire session lobbying against these proposals," Mr. Craney said.

KXLF-TV's head said he is offering Mr. Ettien time to "bring this long line of correspondence to a close." However, he suggested the Commission publicize its rules to all licensees, networks and commentators "who are sometimes prone to take sides on public issues without affording answers of any kind. May we suggest they be told it will be necessary to give time to the Washington public relations people and lobbyists who may differ with views expressed."

In a parting remark, Mr. Craney pointed out that he would not seek time to reply to remarks against free tv and KXLF-TV and its sister stations that have been carried over Montana stations owned by the same stockholders interested in catv systems.

INTERNATIONAL

BEFORE FEB. 1

Grants due on second Canadian vhf outlets

The Canadian Board of Broadcast Governors will make their recommendations for the first competitive television stations in Winnipeg, Man., and Vancouver, B.C. before the end of January. Dr. Andrew Stewart, BBG chairman, stated at the opening of the Winnipeg public hearing on Jan. 13 that decisions will be made between Jan. 23 and Feb. 1.

(Such recommendations are tantamount to a grant with the Dept. of Transport subsequently issuing the grant after approving the technical aspects.)

The hearing at Winnipeg was the largest ever held in Canada. It was the first in a series of hearings for competitive urban tv stations. Attendance resembled a small convention of the Canadian broadcasting and film industries, sprinkled with leaders in the fields of finance, publishing and merchandising. The hearing was set for a small committee room in the Manitoba provincial legislature, but had to be moved to the ballroom of the Fort Garry Hotel, to accommodate the more than 400 people from all parts of Canada and New York.

While applications for radio and television stations in other parts of Canada were also heard at the session, interest was primarily on the three applications for a ch. 7 station at Winnipeg. All three applicants told the BBG they expected to lose money the first two years of operation, but hoped for a profit in the third year. They all expected to spend about $1 million before opening. They said a large portion of the programming would be live, using local talent.

Jack Blick, CJOB Winnipeg, and his group applying as Perimeter Television Broadcasters Ltd., planned to launch a public financing project if awarded the license. The group said it would cost about $885,200 to start operations.

Red River Television Assn. anticipated spending $1,976,000 before getting underway. This group is financed by Clifford Sifton, CKRC Winnipeg, Man., and CKCK-TV Regina, Sask., his brother Victor Sifton, *Winnipeg Free Press,* and leading businessmen and financiers of Winnipeg.

Lloyd Moffat, CKY Winnipeg, and financial associates applying as R. S. Misener and Assoc., estimated expenditures of $1,304,900 before being able to begin operations.

All three applicants were questioned in detail as to programming and fi-

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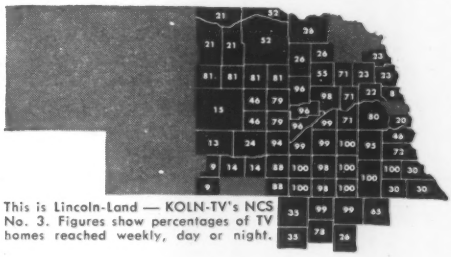
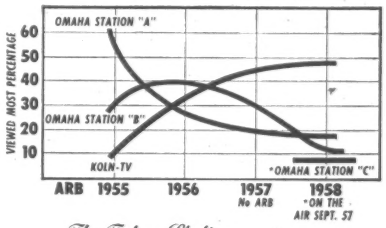
IF YOU DON'T USE KOLN-TV!



This is Lincoln-Land — KOLN-TV's NCS No. 3. Figures show percentages of TV homes reached weekly, day or night.

NO OMAHA STATION COVERS LINCOLN!



The Felzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC, MICHIGAN
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS
WMBD-TV — PEORIA, ILLINOIS

To do a TV job in Nebraska, you've got to consider two major markets — the extreme East and Lincoln-Land.

The Eastern market "pie" is sliced three ways, with three stations battling for your dollar and the viewers' attention.

In well-heeled Lincoln-Land (contains more than HALF the state's buying power), there's no such problem. Just *one* station — KOLN-TV — really *covers* the area.

Avery-Knodel will give you all the facts on KOLN-TV — the Official Basic CBS Outlet for South Central Nebraska and Northern Kansas.

KOLN-TV

CHANNEL 10 • 316,000 WATTS • 1000-FT. TOWER
COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET
Avery-Knodel, Inc., Exclusive National Representatives

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

NEW SUBSCRIPTION ORDER

Please start my subscription immediately for—

☐ 52 weekly issues of BROADCASTING $ 7.00
☐ 52 weekly issues and Yearbook Number 11.00

☐ Payment attached ☐ Please Bill

name *title/position*

company name

address

city *zone* *state*

Send to home address — —

* Occupation Required

in detail as to programming and financing and the effect of their operations on the advertising revenue of Winnipeg's radio stations.

Vancouver session • Five applicants appeared before the BBG at Vancouver, B.C., on Monday (Jan. 18) for the second tv station there on ch. 8. Wm. Speers, CKWX Vancouver, with Frank Griffith, CKNW New Westminster, and a group of associates including both Vancouver daily newspapers, applied as Metropolitan Television Ltd. George Chandler, CJOR Vancouver, and a group of local businessmen applied as British Columbia Television Broadcasting Corp. Ltd. The remaining three applicants, Pacific Television Co. Ltd., Vantel Broadcasting Co. Ltd., and Coast Television Co. Ltd. have no connection with existing broadcasting stations but included some of the Canadian Pacific Coast's top business executives, former CBC Chairman Leonard Brockington, and Sir Denys Lowson, former Lord Mayor of London, England.

Mexico clamps down on foreign pickups

A new federal radio and television code, which went into effect in Mexico last Wednesday (Jan. 20), bans rebroadcasts of programs originating abroad and permits only the use of Spanish on radio-tv programs, except by special government authorization.

Network and tv film program sources in the U.S. were uncertain of the implications of the new code. They pointed out that many tv film programs originally carried in the U.S. are sold and telecast on Mexican stations, but they were strong in their opinion that the intent of the code was not to prohibit such programming. They added that dubbing of U.S. films into Spanish is a substantial source of income to Mexican actors.

Some stations in Mexico telecast a number of English-language programs, industry sources in the U.S. said, and the code may be applicable in this instance. Networks and film companies active in the international area hoped to obtain clarification of the new code as soon as possible.

The code also provides for government supervision of quiz programs, which was said to be attributable to the payola developments in the United States.

Canadian liquor ads seen by late summer

Beer, liquor and wine advertising on Canadian radio and television stations appears to be a certainty by late summer. A proposed code for such advertising has been drawn up by the liquor commissioners of Canada's ten provinces. It requires unanimous endorsement by all ten before being approved by the provincial governments. A meeting of the Canadian Assn. of Provincial Liquor Commissioners will be held at Jasper, Alberta, in July. According to sources at Toronto, ratification of the code will be officially announced then.

Nine of the provinces have now approved the code. Only Saskatchewan has not yet announced its acceptance.

Details of the proposed code have not yet been revealed. It is understood however, that advertising of brand names will be permitted but no actual drinking scenes can be shown on television.

Independent network

The first national Canadian radio network of independent stations since these have been permitted to form networks by the Board of Broadcast Governors last year, will be aired on February 13. A 90-minute show originating at CFRB Toronto, Ont. will be carried by 65 stations. Sponsors are Miles Laboratories Ltd., Toronto (for Alka-Seltzer and One-A-Day vitamins) through Robert Otto & Co. (Canada) Ltd., Toronto. The 90-minute show will feature a forecast of the 1960s and will have only eight commercials.

A NEW YEAR . . . A NEW DECADE

To these television stations and their representatives we wish to convey our appreciation for a most happy relationship. Quality stations, quality merchandise and quality commercial make an unbeatable combination.

WAST Albany, N.Y.
KOB Albuquerque, N.M.
KCMT Alexandria, Minn.
WFBG Altoona, Penna.
WLWA Atlanta, Ga.
WLOS Asheville, N.C.
WJBF Augusta, Ga.
KERO Bakersfield, Calif.
WNEM Bay City, Mich.
KVOS Bellingham, Wash.
WNBF Binghamton, N.Y.
WCWB Bristol, Va.
WGR Buffalo, N.Y.
WCAX Burlington, Vt.
KCRG Cedar Rapids, Iowa
WBOI Clarksburg, W.Va.
KYW Cleveland, Ohio
WCIA Champaign, Ill.
WCHS Charleston, W.Va.
WSOC Charlotte, N.C.
WBTV Charlotte, N.C.
WTVC Chattanooga, Tenn.
CKLW Detroit, Mich.
WICU Erie, Penna.
KXJB Fargo, N.D.
WBTW Florence, S.C.
WKJG Fort Wayne, Ind.
KFJZ Fort Worth, Texas
KFRE Fresno, Calif.
KCKT Great Bend, Kan.

WFRV Green Bay, Wisc.
WSIL Harrisburg, Ill.
WHCT Hartford, Conn.
KHVH Honolulu, Hawaii
WISH Indianapolis, Ind.
WJXT Jacksonville, Fla.
KODE Joplin, Mo.
KLFY Lafayette, La.
WJIM Lansing, Mich.
KABC Los Angeles, Calif.
KDUB Lubbock, Texas
WISC Madison, Wisc.
WPST Miami, Fla.
WCCO Minneapolis, Minn.
WALA Mobile, Ala.
WAVY Norfolk, Va.
KETV Omaha, Nebr.
KTVO Ottumwa, Iowa
WMBD Peoria, Ill.
WIIC Pittsburgh, Penna.
KPAC Port Arthur, Texas
WGAN Portland, Maine
KOIN Portland, Oregon
WGEM Quincy, Ill.
WRAL Raleigh, N.C.
KVIP Redding, Calif.
KUTV Salt Lake City, Utah
KTVU San Francisco-Oakland
WTOC Savannah, Ga.
WDAU Scranton, Penna.

KTNT Seattle, Wash.
KTBS Shreveport, La.
WSJV South Bend, Ind.
KELO Sioux Falls, S.D.
KTTS Springfield, Mo.
WWLP Springfield, Mass.
KXLY Spokane, Wash.
WSTV Steubenville, Ohio
WTOL Toledo, Ohio
WIBW Topeka, Kan.
WKTV Utica, N.Y.
WITN Washington, N.C.
WCNY Watertown, N.Y.
KSYD Wichita Falls, Tex.
KARD Wichita, Kan.
WECT Wilmington, N.C.

Adam Young
Avery-Knodel
Blair
Branham
CBS Spot Sales
H-R
Headley-Reed
Peters, Griffin, Woodward
Edward Petry
TvAR

We also want to thank the many stations who programmed the Soviet cartoon, "The Christmas Journey," a significant cultural exchange leading toward a better understanding between man.

We invite your inquiry on the furtherance of foreign cultural exchange of films for television.

Martin Gilbert, Incorporated
Encino, California

'INTER-SYNCH' New Ampex vtr device prevents 'roll-over'

Ampex Corp. has introduced a new device, the "Inter-Sync" unit into its tv tape recorders. The new unit permits the combining of the output of two or more recorders, field by field and line by line with complete synchronization. "Inter-Sync" will also synchronize the playback from one or more vtr's with the output of tv camera chains, film chains, network feeds or any other signal source.

First engineering models of the "Inter-Sync" were used in production of the *Pat Boone Show* of Oct. 1, 1959, on ABC-TV. Lap dissolves from live to tape and tape to live were accomplished. Two pre-production units have been ordered by ABC-TV for delivery to the network in New York this month (part of an order which also includes five production units). Electronic Videotape Editing Service, New York, will get similar units in March and four of the pilot models are scheduled to be shipped to CBS-TV, New York, in May.

These pilot models are priced at $6,500 each. Tom Davis, manager of Ampex' video products division, said a few more will be available in May and June. Full production units will begin coming off production lines in August, in time for fall program changeovers, he said. Price of the production units has not yet been established. Presumably it will be under that of the pre-production models. The "Inter-Sync" unit replaces the standard drum servo unit in the Ampex recorder, so it is ancitipated that a new recorder equipped with the "Inter-Sync" unit will be priced at less than the price of the recorder plus $6,500, with some credit being given for the standard device which would be omitted in the new unit.

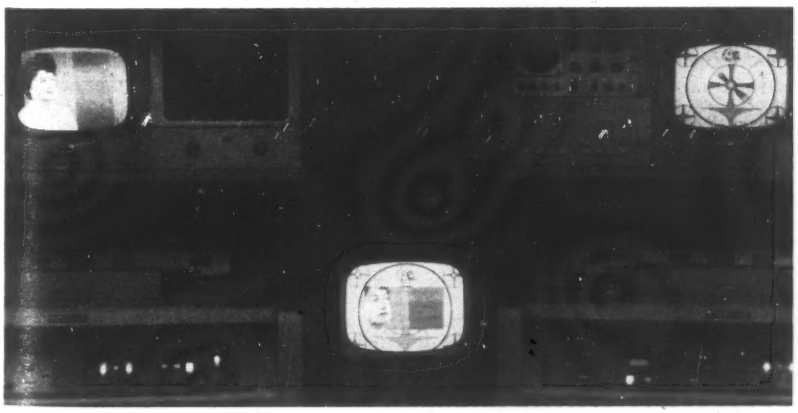
"This is not just a vertical interval synchronizer," Mr. Davis emphasized. " 'Inter-Sync' locks the playback of a tape machine horizontally, line for line, to other tv sources, as well as vertically, field for field. This means electronic editing of tv tape, in addition to opening up limitless special effects in production of programs and commercials."

Eliminates Roll-over • A local station equipped with the "Inter-Sync" device, can switch from a network feed to a local taped commercial, and vice versa, without fear of the picture roll-over that results from the change from one sync source to another which cannot be expected to be synchronized at the moment of the cut, Ampex explains. The "Inter-Sync" synchronizes the output of the recorder precisely with the network feed (or any other tv signal source), permitting the cut to be made with no chance of roll-over.

The unit also permits mixing and lap dissolving between network feed and local tape. With two "Inter-Sync" equipped vtr's, a station can insert taped commercials into taped programs without splicing (and without picture roll).

The station, network or production company now can practically eliminate cutting and splicing tape, Mr. Davis noted, as "Inter-Sync" gives the "user of the tv camera for tv production work all the freedom of material integration formerly associated only with film equipment. Furthermore, he will have this freedom and flexibility at a small fraction of the cost of film and his teleproductions are ready for instant playback." He pointed out that a simple wipe in a tv film costs a minimum of $50.

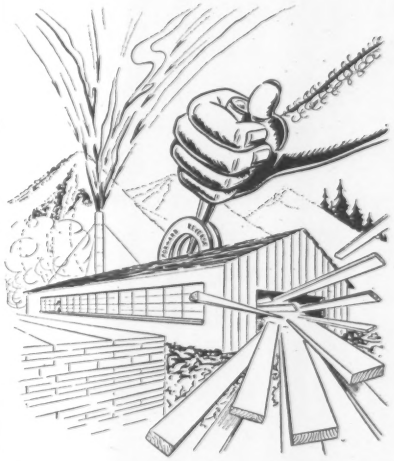
"What 'Inter-Sync' means," he said, "is that the polish of film production will be combined with the speed, facility and economy of live television."



NEW AMPEX DEVELOPMENT
Roll-over eliminator for fast switching

PAUL BUNYAN LORE—
FROM DAYS OF YORE

Paul ran the sawmill backwards on Saturdays. He made crayons from the smoke and boards from the sawdust.



Today *Smoke is still rising about the Northland, created now by thousands of real tobacco users.*

Your Sales Figures *For Cigars, Cigarettes, Tobacco Products*

Could Rise Too!

Reach *332,700 people, 85,740 receivers, 25 expanding Michigan counties and Canada.*

Venard, Rintoul & McConnell, Inc.

PAUL BUNYAN
TELEVISION

NBC abc

WPBN-TV ch. 7 Traverse City
WTOM-TV ch. 4 Cheboygan

P.S. Radio too? 5 Stations!
298,400 listeners!

First radio relay via space mirror

The world's first radio relay via a space radio mirror has taken place and the results were pronounced "good."

The event took place Jan. 16 when the National Aeronautics & Space Administration shot off the second in its "Project Echo" tests aimed at perfecting the placement of a 10-story high aluminized balloon into orbit this spring. The metalicized balloon is expected to act as a passive reflector for radio signals.

Boosted to a height of 250 miles by a three-stage, solid-fuel rocket, launched from the NASA station at Wallops Island off the coast of Virginia, the collapsed balloon inflated properly and sailed eastward for 450 miles. Inflation to 100-ft. diameter occurred when the plastic sphere was ejected from the cone and an iodine compound vaporized upon exposure to space.

The continuous wave radio signals were beamed at the space reflector for 9½ minutes by the Bell Telephone Labs. installations at Holmdel, N.J. They were received by Massachusetts Institute of Technology's Lincoln Labs. at Round Hill, Mass., and also by General Electric at Schenectady, N.Y.

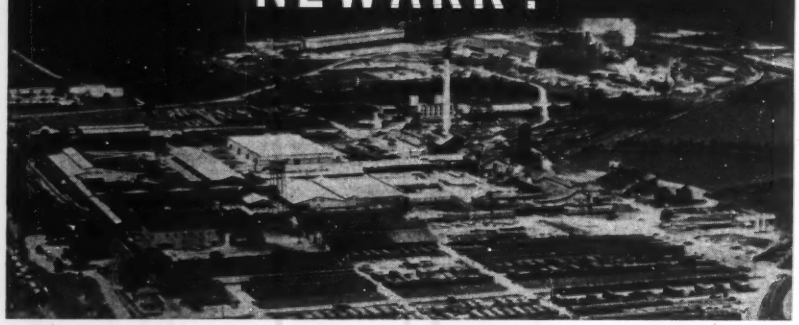
Bell Labs used a 10 kw transmitter and a 60-ft. dish antenna to beam the 960 mc signals. These signals traveled a distance of over 500 miles from Holmdel to the satellite and down to Round Hill.

New GE division

L. Berkley Davis, general manager of General Electric's electronic components division, announced last week the establishment of an advanced product planning operation, for the study and development of new products for electronic equipment.

Mr. Davis said the new division, to be located in Schenectady, N.Y., "will consider 'electronic components' in its broadest sense," and will utilize the work of other G.E. facilities throughout the country, as well as its space and military departments.

DETROIT? PITTSBURGH? NEWARK?



NO, THIS IS "KNOE-LAND"

(embracing industrial, progressive North Louisiana, South Arkansas, West Mississippi)

JUST LOOK AT THIS MARKET DATA

Population	1,520,100	Drug Sales	$ 40,355,000
Households	423,600	Automotive Sales	$ 299,539,000
Consumer Spendable Income	$1,761,169,000	General Merchandise	$ 148,789,000
Food Sales	$ 300,486,000	Total Retail Sales	$1,286,255,000

KNOE-TV AVERAGES 78.5% SHARE OF AUDIENCE

According to April 1959 ARB we average 78.5% share of audience from Sign On to Sign Off 7 days a week. During 361 weekly quarter hours it runs 80% to 100%, and for 278 weekly quarter hours 92% to 100%.

KNOE-TV
Channel 8
Monroe, Louisiana

CBS • ABC
A James A. Noe Station
Represented by
H-R Television, Inc.

Photo: The Crossett Company—producers of lumber, paper, chemicals and charcoal —Crossett, Arkansas.

• Technical topics

Guaranteed tape • Triton Tape, described by its manufacturer as "a quiet, long-lasting, non-abrasive tape which provides high, smooth output throughout the entire audio spectrum," is now available. It comes with a guarantee that if the purchaser should find the tape deficient in performance or characteristics "for any reason whatsoever," he will receive a replacement reel of any American-made brand of tape of the some sort. The tape is said to be priced slightly higher than presently-available brands and to be splice-free, wound on non-warp, non-squeal reels with a du Pont Mylar leader at both ends. For further information write: Brand Products Inc., 39 West 55th St., New York 19.

Boost for fm • Gates Radio Co. (division of Harris-Intertype Corp.), Quincy, Ill., has announced availability of a new 10 kw fm transmitter, which completes its fm line ranging from 10 w to 10 kw. The transmitter (model FM-10A) features "varialine" tuning, described as a new method of tuning a single ended vhf amplifier. A portion of a parallel plate transmission line is made variable to capacity for tuning the line to operating frequency. Also included is an exciter that may be adapted to single or dual channel multiplexing on a plug-in basis.

Further amplification • Interstate Electronics Corp., Anaheim, Calif., has introduced a small, portable, transistorized, non-inverting feedback amplifier having self-contained batteries. The Model 1660 low-level video amplifier can be used to boost weak tv signals and signal generator output signals as well as to bridge to remote monitors. By use of a T connector at the input, the amplifier becomes a high-input bridging amplifier for sampling and amplifying signals from a coaxial input. Price: $129.

New RCA department

RCA has announced the formation of a new department for the development of advanced types of recording devices for the broadcast industry. The new Recorded Products, High Power and Nucleonics Dept. will be headed by M.A. Trainer.

In a related development, T.A. Smith, executive vice president, Industrial Electronics Products of RCA, announced the shipment of forty advanced tv tape recorders to broadcast stations, government agencies and overseas users. Mr. Smith said that 100 more machines are on order. The advanced RCA recorder was shown publicly for the first time at the NAB convention in Chicago last spring.

HOLLYWOOD LABOR TROUBLES

Writers strike, actors on the brink; little progress made in settling issues

First week of the strike of Writers Guild of America against the Alliance of Tv Film Products, the tv film divisions of the major motion picture companies and the majors *in toto* went its course with no sign of give on either side. Meanwhile, WGA conversations with the tv networks continued in an attempt to work out terms for renewal of their agreement for tv films made by the networks. The current contract ends Jan. 31.

Whether the networks will go along on Guild demands for a share in the proceeds from foreign broadcasts of tv films made in this country is a question that is worrying the other tv film producers. Nothing is settled. No one in a position to speak authoritatively would do so last week. This is considered a major issue, if not the key point, in the ATFP hassle with WGA. If the networks agree to give extra compensation to the writers for foreign runs of tv films they make, then the independent tv film makers feel they will have a harder time negotiating new contracts minus such a provision. Similarly, the tv film companies now struck by WGA hope that the networks will resist Guild pressure for more rerun payments than are now included. The present agreement does not call for payments to writers beyond the sixth run on any tv film.

Whatever happens in the future, however, the two meetings of negotiators from ATFP and WGA since the beginning of the strike got precisely nowhere. Unless something happens to change the bargaining climate, negligible results may be expected from further meetings. Despite the bleak outlook, both the Guild and the Association express a willingness to continue sitting down together in hopes of finding some ground on which a settlement of their present differences may be based.

No Solution • A meeting of the presidents of the major motion picture companies with the negotiating committee of WGA in Hollywood did nothing to indicate any solution to the conflict between producers and union nor any way of halting the WGA strike against them. "The atmosphere was friendly," WGA reported. "Progress, however, was nil."

The Hollywood migration of the heads of the major motion picture producing companies, who came from New York expressly to meet with the striking writers and the actors, who may also go on strike Jan. 31, apparently was as fruitless as it was unprecedented.

They also met with the Screen Actors Guild and the Screen Directors Guild, whose contract runs through April. The meetings produced no evidence of abating the insistence of the various guilds that their members be given a share in the proceeds of the sale of post-'48 theatrical pictures to television. Nor was there any indication that the producers are ready to drop their resistance to such demands.

The SAG board, at its regular meeting tonight (Jan. 25) will discuss procedures of obtaining a strike vote from the membership. This can be done by a mail referendum or by calling a special membership meeting in Hollywood. This would probably be scheduled for the final day of the SAG contracts, Jan. 31, or shortly thereafter.

Regal Case • An indication that SAG will not lightly yield in its demand for a share in tv receipts from the sale of theatrical movies came last week when National Telefilm Assoc. purchased the negatives of 30 post-'48 theatrical films from Regal Pictures. The purchase included all exhibition rights, whether in theatres or on tv. SAG, in a statement which called the sale "of great significance" in its negotiations with the major motion picture producers, revealed that Regal has a contract with SAG calling for payment to each actor in the cast of these pictures of 15% of his earnings in them if they are sold to tv. SAG said that Regal figures show actors' earnings of $634,803 in the 30 pictures. The actors will get $95,220 from the sale to NTA. An NTA spokesman said only that NTA had acquired the rights to the Regal films "free and clear of any incumbrances." Any SAG claims should be presented to Regal, not NTA, he said.

SAG also reported that Regal is only one of some 400 producers of theatrical motion pictures who have signed similar agreements (the so-called Monogram clause) with the actors union. Payments in excess of $1 million have been made to SAG members for the right to use these pictures on tv. Outstanding example: Matty Fox's $650,000 payments to SAG for tv use of the RKO films.

"If we agreed to let the majors put

Advertisement

Pulse Beat

Vertical and horizontal. Advertising Federation of America's District Convention in New Orleans applauded Syd Roslow's presentation documenting fact that not only does a radio/tv rating refine the total "vertical" count for viewers or listeners—as opposed to print media "printing press" claims—but broadcast media also render impressive "horizontal" additive data for audiences.

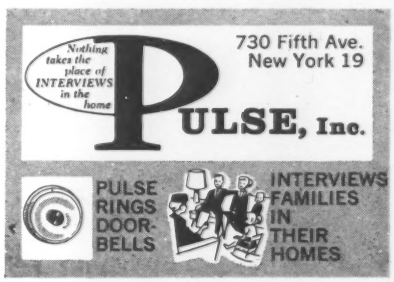
"These characteristics may be demographic, like age, sex, income status and so on. They may be product characteristics or ownership or usage of products." Cited, too, were audience reaction to station-image question, "If it became necessary to take all stations off air except one, which would you want to stay on?" and response concerning believability.

100% whole sample. Pulse is the sole service that delivers the entire sample contracted for. For example: 20,000 different families monthly for each daytime network strip; 5,000 different families per nighttime program.

Confirming Pulse media evaluation. Some 400 agency and advertiser executives of well-known trade-journal panel evaluated newspaper usage. 79% said "No" for sustained national campaigns. These executives know what pays and what does not.

Pulse, Ltd. in sixth year. In its expansion of consumer research activities in Great Britain, Manager John Martyn reports an enviable growth record. ATV, Associated Television, has commissioned a study of London's week-end viewers. In this detailed profile twelve call-backs are being made for the most complete study of record!

Thank you, JWT and McCann-Erickson. Substantiating data well-known to Pulse subscribers, these two agencies confirm high radio listenership by housewives. Exclusive of Pulse other-members-of-family and out-of-home listening, findings are even-Stephen.


Nothing takes the place of INTERVIEWS in the home
730 Fifth Ave.
New York 19
PULSE, Inc.
PULSE RINGS DOOR-BELLS
INTERVIEWS FAMILIES IN THEIR HOMES

their theatrical pictures on tv without additional payments to our members, how could we morally keep the money we have collected—and are collecting —from these other producers for the same privilege?" a SAG spokesman asked. His answer was that they couldn't collect from one group and not from the other, so they are determined to collect from both.

NTA buys post-48 Lippert films for tv

National Telefilm Assoc. has bought 30 Robert L. Lippert post-48 feature films for release both to television and theaters, Oliver A. Unger, NTA president, announced last week. He declined to specify the price of the package, but it is estimated at $1.8 million.

The pictures are Regalscope (widescreen) productions, of which 28 were produced in 1957 and 1958 and two in 1956. Mr. Unger said the films probably will be released to tv later this year, since many still are in theatrical distribution.

Included in the package are *China Gate*, with Nat King Cole, Gene Barry and Angie Dickinson; *Kronos*, with Jeff Morrow, Barbara Lawrence and John Emery; *Storm Rider*, with Scott Brady, Mala Powers and Bill Williams; *God Is My Partner*, with Walter Brennan, John Hoyt and Marion Ross; *Deerslayer*, with Lex Barker, Forrest Tucker and Rita Moreno; and *Showdown At Boot Hill*, with John Carradine, Charles Bronson and Robert Horton.

The Screen Actors Guild issued a statement in connection with the purchase of the features, pointing out that a contract made with the guild by Regal Films Inc., a Lippert subsidiary, stipulates that each actor will be paid 15% of his earnings in the picture when it is sold to tv. A SAG official said actors earned a total of about $634,802 and therefore will obtain approximately $95,220 out of the transaction. He added that in the Guild's current negotiations with producers, the chief stumbling block is "the producers' refusal to agree to any payment hereafter for the actors' tv rights in theatrical films."

MPO Tv Films list public stock offering

MPO Television Films Inc. became a wholly-owned subsidiary of MPO Videotronics, New York, according to a registration statement filed with the Securities & Exchange Commission Jan. 18. The statement registers 150,000 shares of Class A stock, of which 100,000 shares are to be offered for public sale by the issuing company and 50,000 by the present holders thereof. Francis I. du Pont & Co. is the principal underwriter.

Describing itself in the statement as "one of the largest, if not indeed the largest, producers of television commercials in the United States," the company listed among the products for which it has filmed commercials: Aerowax, Ajax cleanser, Ballantine beer, Ban, du Pont, Marlboro cigarettes, Playtex and Regimen tablets. Some 50 other well-known products were also listed. In 1959 MPO's sales totaled $6,047,570 or 87 cents per share. The company is also engaged in production of sponsored films for industry. It now has outstanding 50,000 Class A shares and 260,000 Class B convertible.

Judd L. Pollock is president of MPO Videotronics. He and the other company officers own a large part of the outstanding Class A stock. According to the prospectus, the company has no immediate specific need for the net proceeds of its sale of additional Class A stock, but intends to add the same to working capital to be used for normal corporate purposes, including payment of an outstanding bank loan of $59,160.

COLOR AS IN

Here are the next 10 days of network color shows (all times are EST).

NBC-TV

Jan. 25-29, Feb. 1-3 (6:30-7 a.m.) **Continental Classroom.**
Jan. 25-29, Feb. 1-3 (11-11:30 a.m.) **Price Is Right,** participating sponsorship.
Jan. 25-29, Feb. 1-3 (12:30-1 p.m.) **It Could Be You,** participating sponsorship.
Jan. 25, Feb. 1 (10-11 p.m.) **Steve Allen Plymouth Show,** Plymouth through N.W. Ayer.
Jan. 26, Feb. 2 (9-9:30 pm) **Arthur Murray Party,** P Lorillard through Lennen & Newell and Sterling Drug through Norman, Craig & Kummel.
Jan. 26, Feb. 2 (9:30-10:30 p.m.) **Ford Startime,** Ford through J. Walter Thompson.
Jan. 27 (8:30-9 p.m.) **Price Is Right,** Lever through Ogilvy, Benson & Mather and Speidel through Norman, Craig & Kummel.
Jan. 27, Feb. 3 (9-10 p.m.) **Perry Como's Kraft Music Hall,** Kraft through J. Walter Thompson.
Jan. 28 (9:30-10 p.m) **Ford Show,** Ford through J. Walter Thompson.
Jan. 29 (8:30-9:30 p.m.) **Bell Telephone Hour,** AT&T through N.W. Ayer.
Jan. 30 (10-10:30 a.m.) **Howdy Doody Show,** Continental Baking through Ted Bates.
Jan. 30 (10:30-11 a.m.) **Ruff and Reddy Show,** Borden through Benton & Bowles.
Jan. 30 (4:30-5 p.m.) **Racing From Hialeah,** Phillies Cigars through Werman & Schorr.
Jan. 30 (7:30-8 p.m.) **Bonanza,** RCA through Kenyon & Eckhardt.
Jan. 30 (9:30-10:30 p.m.) **World Wide 60,** sponsor TBA.
Jan. 31 (3:15-4:30 p.m.) **NBC Opera Company,** Florists' Telegraph Delivery Assn. through Keyes, Madden & Jones.
Jan. 31 (9-10 p.m.) **Dinah Shore Chevy Show,** Chevrolet through Campbell-Ewald.
Feb. 3 (7:30-9 p.m.) **Hallmark Hall of Fame,** Hallmark through Foote, Cone & Belding.

• Program notes

Fourth straight • WSAZ-TV Huntington-Charleston, W.Va., for the fourth consecutive year has televised, live, the opening session of the West Virginia legislature. The program was telecast from 1:15-3 p.m. Jan. 13 with a special 15-minute news show preceding.

West and South • WPIX (TV) New York reports negotiations have been completed for the West German and Mexican telecasts of *Cold War-Berlin Crisis*, the second in a series of three documentaries produced by the station. Freemantle Inc., N.Y., handled both sales.

Radio duet • *Bing Crosby and Rosemary Clooney* starts Feb. 29 on CBS Radio weekday mornings, 10:45-11 a.m. EST. The announcement by Howard G. Barnes, CBS Radio vice president in charge of network programs, said the new show would originate in Hollywood. Buddy Cole will provide musical background and Ken Carpenter will participate in the show. Bill Morrow is producer-writer, Murdo Mackenzie, director. *Crosby & Clooney*, on tape, replaces *Funny Side Up*, panel show. It is being sold in 10-minute segments.

Tv surgery • Screen Gems Inc. reports that it has placed into distribution 12 hour-long taped programs, *Medicine—1960*, in which actual surgical operations are demonstrated. The documentary series is produced for Screen Gems by Lawrence Williams in association with the San Francisco Medical Society, using the tape facilities of KRON-TV San Francisco. Several programs of *Medicine—1960* have been carried over KRON-TV. According to SG officials, public response to the shows was "enthusiastic."

Swearing in studios • Evansville's (Ill.) radio and tv stations presented a simulcast Jan. 1 of the swearing in of Mayor Frank F. McDonald and his administration that was written, directed, produced and originated in the studios of WFIE-TV. It marked the first time in the city's history that the swearing-in ceremony had been moved from City Hall.

In own back yard • Rootes Motors Inc. (distributors of foreign cars), through Erwin Wasey, Ruthrauff & Ryan, N.Y., has purchased *The Secret Life of Adolf Hitler*, a one-hour filmed documentary produced and syndicated by WPIX (TV) New York, for telecast on WPIX Feb. 25. The program will have been seen in 12 other

markets before the New York showing. *Cold War — Berlin Crisis,* another WPIX-produced documentary (BROADCASTING, May 18, 1959), has been sold in over 70 U.S. markets plus others in Europe, Latin America and Australia, has yet to find a sponsor for New York broadcast.

Stardust • To spread the word on the forthcoming White House Conference on Children and Youth, 10 film and tv personalities have made tv film spots and transcribed radio announcements which have been released to all stations. Jane Wyatt, Robert Young and Walter Brennan have prepared spots for both media; Dinah Shore, Pat O'Brien, June Allyson, Dick Powell, Janet Blair, Tennessee Ernie Ford and Gale Storm cut one-minute radio spots. Arrangements were made by J. Walter Thompson, volunteer agency for the conference which takes place March 27-April 2.

SYLVANIA AWARDS 'Moon and Sixpence' wins four statuettes

The *Moon and Sixpence,* a 90-minute tv drama presented on NBC-TV, dominated the 1959 Sylvania Television Awards ceremonies last week, garnering four statuettes in the dramatic division.

More than 400 persons attended the ninth annual award ceremonies at the Hotel Plaza in New York last Thursday (Jan. 21). The committee of judges and critics bestowed awards in 21 network, seven local and three special categories.

Don G. Mitchell, president of General Telephone & Electronics Corp. and board chairman of its subsidiary, Sylvania Electric Products Inc., made the presentations. Don Ameche was master of ceremonies.

Network award winners:

Outstanding telecast of the year—**Moon and Sixpence** (NBC).

Special award—**Small World** (CBS).

Outstanding dramatic program—**Moon and Sixpence** (NBC).

Outstanding performance by an actor (star)—Sir Laurence Olivier in **Moon and Sixpence** (NBC).

Outstanding performance by an actress (star)—Ingrid Bergman in "The Turn of the Screw" on **Ford Startime** (NBC).

Outstanding performance by an actor (supporting role)—Nehemiah Persoff in "For Whom the Bell Tolls" on **Playhouse 90** (CBS).

Outstanding performance by an actress (supporting role)—Colleen Dewhurst in "I, Don Quixote" on du **Pont Show of the Month** (CBS).

Outstanding original teleplay—"Project Immortality" by Loring Mandel on **Playhouse 90** (CBS).

Outstanding television adaptation—**Moon and Sixpence** by S. Lee Pogostin (NBC).

Outstanding original comedy writing—**Art Carney Show**—"Very Important People" by Larry Gelbart and Sheldon Keller (NBC).

Outstanding educational program—**The Lost Class of '59** (CBS).

Outstanding religious series—**Look Up and Live** (CBS).

Exceptional merit citation—**Meet Mr. Lincoln** for outstanding use of still photographs in a moving re-creation of the life of Lincoln (CBS).

Outstanding new series—**Ford Startime** (NBC).

Outstanding documentary program—"Biography of a Missile" on **CBS Reports.**

Outstanding public service program—"The Population Explosion" on **CBS Reports.**

Oustanding spot news coverage—CBS-TV and NBC-TV for coverage of the Khrushchev and Eisenhower tours.

Outstanding serious musical program—"Christmas Startime" on **Ford Startime** (NBC).

Outstanding light musical program—**Tonight with Belafonte** (CBS).

Outstanding variety program—**The Frank Sinatra Show** (Oct. 19) (ABC).

Outstanding comedy program—**Art Carney Show**—"Very Important People."

Exceptional merit citation—Art Carney for versatile performances in a wide range of dramatic and comedy programs.

Outstanding daytime series—**Woman!** (CBS).

Exceptional merit citations—"You Can't Raise Children by the Book" and "The Marriage That Failed" on **Woman!** (CBS).

Local award winners:

Outstanding local children's series—**Zoorama,** KFMB-TV San Diego, Calif.

Outstanding local cultural series—**Young Audiences,** WCBS-TV New York.

Outstanding programming in local education—KPIX (TV) San Francisco for **Expression** and **A Life in the Balance.**

Outstanding local educational series—**First Meeting,** KNXT (TV) Los Angeles.

Outstanding local public service program—**J.D. '59,** WRCA-TV New York.

Outstanding local news and special events—Four-hour coverage of Khrushchev's visit to Los Angeles, KTLA-TV Los Angeles.

Outstanding local drama series—**The Play of the Week,** WNTA-TV Newark, N.J.

Winners in special categories:

Special award—To Westinghouse Broadcasting Co. for **The American Civil War** series.

Outstanding non-commercial educational network series—**Astronomy for You,** National Educational Television and Radio Center, New York.

Outstanding non-commercial educational program—"What's in the Dark" on **The Friendly Giant,** WHA-TV, U. of Wisconsin, Madison, Wis.

CBS Films prepares four for next season

CBS Films has three series set and one more to go in its projected plans of four pilots to be ready for network sale in the next tv season (BROADCASTING, Dec. 28, 1959).

A third name producer signed last week was Herb Meadow who will produce *Call Me First,* a new adventure show. Paul Stewart, who has directed network shows, will be associate producer and director. Mr. Meadow co-created with Sam Rolfe *Have Gun, Will Travel* (CBS-TV) and created *Man From Blackhawk* (ABC-TV). He is a veteran writer of screenplays and tv scripts.

The other two series aimed for the networks are comedies. *Angels* will be produced by Jess Oppenheimer and will co-star Marshall Thompson (Broadway and film actor who'll be in his first tv series) and Annie Farge, French actress new to the U.S. who understudied in the Broadway play, "The World of Suzie Wong." Production before a live audience (CBS policy) starts Jan. 26 at Desilu Studios in Hollywood. The third series: an untitled comedy to be produced by Ralph Levy, producer-director of the *Jack Benny Show* for seven years.

SOUND OF THE SIXTIES

MUSIC

all day long to suit every mood of the day. Freedom from weird sounds . . . freedom from gimmicks . . . just wonderful entertainment.

NEWS

More newscasts per day than any other local station. *Local news gathering* as well as reporting. National and international coverage all through the day from NBC's excellent staff.

PERSONALITIES

that are well-known and welcome in every home . . . selected to suit the program . . . and backed by vigorous promotion.

NETWORK

Monitor for the week-end, plus NBC's on the spot coverage of events when they happen—where they happen.

Facts, figures, data, statistics and other pertinent information are at the fingertips of your PGW Colonel. See him today.

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VICE-PRES. & TREASURER D. D. Palmer
EXEC. VICE-PRESIDENT Ralph Evans
SECRETARY Wm. D. Wagner
MANAGER Ernest C. Sanders
SALES MANAGER Pax Shaffer

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RADIO AM | FM

PETERS, GRIFFIN, WOODWARD, INC.
EXCLUSIVE NATIONAL REPRESENTATIVES

RADIO-TV AT SQUAW VALLEY

18 nations, plus U.S., will cover Olympics with help of American gear and technicians

At least 18 foreign nations are expected to hear the 1960 Olympic Winter Games to be held at Squaw Valley, Calif., Feb. 18-28.

To provide radio service to their home lands, more than 100 broadcasters from the foreign nations will be at Squaw Valley to report the 11-day international classic.

At last count, with the deadline drawing near for making broadcasting arrangements, the following 18 of the 34 nations participating in the games are expected to broadcast the events directly from Squaw Valley: Argentina, Austria, Canada, Chile, Czechoslovakia, Finland, France, East and West Germany, Great Britain, Italy, Japan, the Netherlands, Norway, Sweden, Switzerland, South Africa, Turkey and the USSR.

There will be from 2 to 15 broadcasters, all announcers, on each team.

Task Group • Making arrangements for the visiting broadcasters to report the games is Don Reeves of the Olympic Organizing Committee's public relations staff. Mr. Reeves, who took over last summer as the committee's radio-television director, is vice president and general manager of the Service Broadcasting Co., Concord, Calif., and owns KAHI Auburn, Calif.

He is supervising technical personnel and handling all U.S. television and radio arrangements, as well as serving the foreign broadcasters—each of whom may well pose problems of international scope. Assisting Mr. Reeves is Art Turnrose, former engineer with KRON-TV San Francisco.

So that the foreign broadcasters will have available nearly every facility they would have in their home countries, the Organizing Committee and several U.S. manufacturers are providing:

- A radio center with booking office, switching center, 32 broadcast booths, two studios and sufficient studio and remote lines so that reports may be broadcast or recorded simultaneously from two points.
- All necessary broadcasting equipment.
- Technical assistance before and during the games.
- Broadcast lines, microphone pick-up positions and announcing positions (or booths) at each of the eight game (or finish) areas and at several vantage points on four courses.
- Assistance in obtaining interviews with athletes and officials at the finish lines and the Athlete's Reception Center.
- Two seats and broadcast lines for each nation at the modernistic, 8,500-seat Ice Arena, where the opening ceremonies and other events will be held.

American Technicians • The Olympic Committee will assign two technicians to each of the foreign broadcast teams, all of whose members are expected to speak English. Supervisory senior engineers also will be available to solve technical complexities and assist in teaching the foreign announcers the operation of the U.S. equipment.

The teams of foreign broadcasters will arrive at Squaw Valley on Feb. 10 for practice broadcast sessions.

The Organizing Committee selected the equipment to be used by the foreign broadcasters and U.S. manufacturers are providing the equipment free of charge. Collins Radio Co., Cedar Rapids, Iowa, is supplying 141 dynamic microphones and 30 typewriter-size four-channel 212Z-1 remote amplifiers. Sixteen of Collins' latest model microphones, the hand-size M-60 with self-contained, transistorized single channel amplifier, 100 M-40 desk stand microphones and 25 lavalier M-20 microphones will be used by the foreign broadcasters.

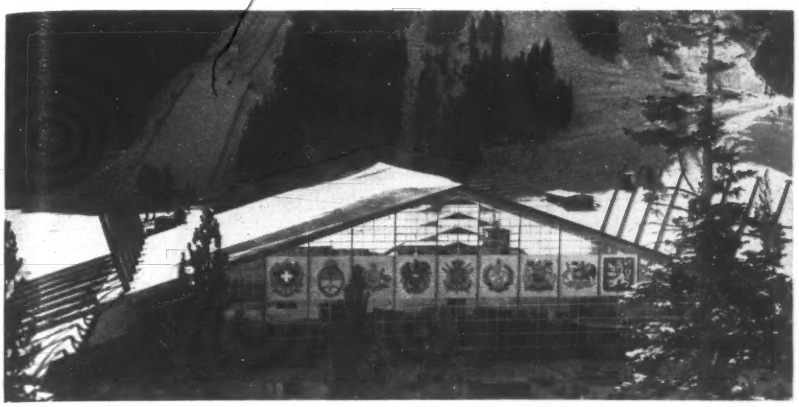
A Collins Announcer, a remote three-channel amplifier-console with two turntables, will be placed in the studios for use in producing entire foreign broadcast programs.

Other Equipment • The Ampex Corp., Redwood City, Calif., is supplying each foreign broadcast team with its internationally-known model 351 and 601 recorders. These professional model portable tape recorders will be used in the booths and studios, along with Ampex 620 portable amplifier-speaker units. Ampex is donating a large quantity of its magnetic tapes which will be retained permanently by the broadcast teams.

For broadcasting on-the-scene reports where ac and telephone lines are not available, M-8 "Minitape" transistorized recorders will be provided by Stancil-Hoffman Corp., Hollywood. Recordings made on these battery-operated units may be played back on the Ampex recorders without re-recording the program.

Pacific Telephone & Telegraph is providing 15 management level technicians, beginning Jan. 25, to advise the foreign broadcasters. The U.S. Army Signal Corps is furnishing technicians, maintenance personnel and lines for the visiting reporters. Three lines (broadcast, monitor and field phone) have been installed for each of the 114 positions at the eight game sites, with a total of 240 terminations at 21 different points in the Squaw Valley area. All

Olympic advisors • Members of the Radio-Television Advisory Committee for the eighth Olympic Winter Games, Squaw Valley, California, meet to finalize broadcasting plans. Those in attendance (seated from l.): Jimmy Dolan, CBS New York; Jack Geyer, public relations director, Olympic Winter Games; Don C. Reeves, radio-tv director, Olympic Winter Games; Cynthia M. Smith, Olympic Winter Games; Hal Ashby, NBC San Francisco, and Harry Jacobs, KGO-TV San Francisco. (Standing, from l.) Lee Hirschland, KOLO-TV Reno, Nev.; Don Klein, KCBS San Francisco; Neal McNaughten, Ampex Corp.; Bill Cancilla, KNBC San Francisco; Martin Cantisano, Franklin Mieuli & Assoc. and Ed Frech, KFRE-TV Fresno, Calif.



Nearing completion • Modernistic Ice Arena will be key pickup point

lines terminate at a central patch panel and feed directly into PT&T facilities.

Cost of broadcasting the games to overseas points will vary considerably, depending upon the quality of the line desired and the method of sending the program. The expense of the telephone lines from Squaw Valley to the relay point and to the final destination will be borne by the broadcasters.

The Costs • For speech quality transmission to Europe, typical line charges from Squaw Valley to the New York terminal point by American Telephone & Telegraph Co. will be a minimum of $305 for the first hour of line use and about $245 per hour thereafter. RCA Communications Inc., will charge $240 per hour for line transmission to most European countries from New York and Press Wireless Inc. will send the program to European points from the East Coast via shortwave for $47 an hour.

Other services, such as high quality transmission, feedback arrangements, two-way transmission and coordinating communication facilities are available at an additional cost.

These same broadcasting services are also available to Pacific and Caribbean areas, with the U.S. terminal point at San Francisco.

Most of the 18 visiting nations have indicated that they plan to broadcast at least one hour daily.

Native Arrangements • U.S. coverage of the event will be provided by CBS-TV, which has exclusive rights to the event on television. Live and tape coverage by CBS-TV will total 15 hours of programming over 11 days (Feb. 18-28). Coverage will include 14 separate tv programs.

However, according to Mr. Reeves, individual stations may subscribe for competition footage from a newsreel pool organized for this purpose.

Also, individual tv stations may send a photographer for filming interviews and feature material. Coverage obtained in this manner may then be broadcast for a maximum of three minutes within a regularly scheduled news or sports program. Mr. Reeves said that three of these three-minute reports may be aired daily if each is separated by a period of four hours.

There are no exclusive radio rights for the event. The major radio networks are being provided with facilities for play-by-play coverage. A radio pool broadcast will provide play-by-play coverage on a non-exclusive basis at a reasonable fee. Individual radio stations may supplement network and pool coverage by sending their own reporter who will be accredited to tape record interviews, color and results and to make "beeper" reports.

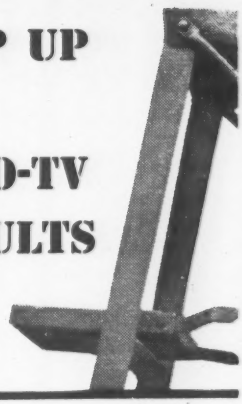
Stations wishing to cover the Olympic Games have been urged by Mr. Reeves to request arrangements as soon as possible as facilities in Squaw Valley are "limited."

Requests should be directed to Don C. Reeves, radio-tv director, Olympic Winter Games, Squaw Valley, Tahoe City, Calif.

Capone tv suit

A $1 million damage suit has been filed in Chicago Superior Court by the late Al Capone's sister, Mrs. Mae Maritote, against Desilu Productions, CBS Inc. and Westinghouse Electric Corp. Suit was directed at the two-part series, *The Untouchables*, televised April 20 and 27 and repeated Oct. 15 and 23, 1959. She charged the drama was "fictionalization and dramatization of events and purported events" in Capone's life and that fact and fiction were "so intermingled as to be indistinguishable." Suit asks $500,000 from Desilu and $250,000 each from CBS and Westinghouse, sponsor of *Desilu Playhouse* (the two-part special is not to be confused with *The Untouchables* series on ABC-TV). Suit filed by Attorney Harold R. Gordon, who also charged that Capone estate was damaged through telecasts.

STEP UP TO KJEO-TV RESULTS



KJEO-TV—ABC for Fresno, California's $600,000,000 market—stepped up its metropolitan Nielsen rating a full 10% in its December 1959 survey over the corresponding 1958 period. 32% of the audience 6 to 9 p.m.—33% of the audience 9 p.m. to midnight.

In contrast, one of the other two stations in the market showed a static position with 1958, the other a decline.

Your HR representative will help you get your share of the stepping out and stepping up TV buy for 1960—KJEO-TV, Channel 47, Fresno.

KJEO channel 47

J. E. O'Neill — President
Joe Drilling — Vice President and General Manager
W.O. Edholm — Commercial Manager
See your H-R representative H-R

Broadcast Advertising

MR. MARDER

• ERIC MARDER, vp and supervisor of market research of Kenyon & Eckhardt, New York, resigns to set up own research organization, Eric Marder Assoc. During his five years at Kenyon & Eckhardt, Mr. Marder pioneered in measurement of advertising effectiveness, including copy and tv commercial testing.

Marder Assoc. will handle studies for individual clients and on continuing basis is offering "attitude-awareness" service assessing consumer response to different brands. Firm is located at 51 E. 42nd St., New York 17, N.Y.; telephone Yukon 6-2130.

• ARTHUR J. KEMP, formerly vp, senior account service supervisor and member of plans board, Marschalk & Pratt Div. of McCann-Erickson, N.Y., to Compton Adv., that city, as vp and assistant to president. Mr. Kemp's background also includes post as Pacific coast sales manager for CBS and director of network's Detroit office.

• NORMAN WARREN, vp of Fletcher Richards, Calkins & Holden, named manager of Los Angeles office, succeeding ROBERT C. TEMPLE, who resigned to devote more time to management of *Queen For A Day* and Temple-Morgan Enterprises. Mr. Temple remains on agency's board and will serve as consultant.

• JOHN VECKLY, director of advertising, U.S. Steel Corp., elected treasurer of Assn. of National Advertisers, succeeding ROGER H. BOLIN, director of Westinghouse Electric Corp., who became vice chairman of ANA last fall.

• STANLEY A. BOGAN, formerly account supervisor at BBDO, N.Y., and CHARLES P. HIRTH, formerly marketing coordinator, Joseph E. Seagram & Sons, to Ted Bates, N.Y., as vps.

MR. KIERSTEAD

• WILSON H. KIERSTEAD, supervisor, contact department at Young & Rubicam, N.Y., named director, merchandising, succeeding ELDON SMITH, appointed management representative on accounts. HADLEY P. ATLASS, vp and associate director of merchandising, named manager, succeeding EARL ANGSTADT who becomes account supervisor. All four men are agency vps. EUGENE M. SKINNER, associate director in merchandising, named vp.

• JOHN E. ROWAN, formerly copy supervisor of Marschalk & Pratt Div. of McCann-Erickson Inc. (now McCann-Marschalk Co.), appointed vp and creative director of Grant Adv.

• ALLEN MCGINNIS, vp and copy chief of BBDO, L.A., appointed creative director. BERT GADER promoted to art group supervisor.

• RICHARD J. FARRICKER, executive vp of Geyer, Morey, Madden & Ballard, N.Y., elected to board of directors.

• PATRICK J. FRAWLEY JR., president and director, Eversharp Inc., N.Y., elected to board of directors, Technicolor Inc.

• MORTON STERN, formerly account executive with WABC New York, appointed vp of Herbert Assoc., Bloomfield, N.J., advertising, marketing and pr firm.

• RICHARD F. KENNEDY, west coast manager of monitoring operations for Broadcast Advertisers Reports, elected vp for client services.

• MAURICE BOSQUET, management associate with Renault Inc. (French automobile), elected president of company, succeeding PIERRE MEILHAN who retired.

• ROBERT HERZBRUN appointed account supervisor on Rexall Drug account for BBDO, New York. MARY BAILEY, formerly product advertising manager of Revlon, to L.A. office as account executive on Rexall.

• THOMAS M. NEWELL, formerly national field service director of Alfred Politz Research Inc., to D'Arcy Adv. Co. as research director in St. Louis office. J. ROBERT MUDD continues as manager of research department.

• ROBERT G. WRIGHT, formerly manager of WTVP (TV) Decatur, Ill., to Keller-Crescent Co., advertising agency, Evansville, Ind., as member of creative staff.

• BLANCHE S. HAESLOOP joins Gaynor & Ducas Inc., N.Y., advertising and pr agency, as media coordinator. Miss Haesloop previously was with Lennen & Newell; Norman, Craig & Kummel; and Ogilvy, Benson & Mather.

• BERT MULLIGAN, head timebuyer at Compton Adv., N.Y., transfers to radio-tv program department to specialize in tv programming. He is succeeded by ROBERT LIDDEL, member of agency's media staff. GRAHAM HAY, with Compton for seven years, named associate head timebuyer.

• WILLIAM JACKSON, formerly tv creative supervisor at N.W. Ayer, N.Y., to Dancer-Fitzgerald-Sample, that city, as senior copywriter.

• ED CAREY, formerly assistant to business manager, NBC Chicago, to Wade Adv. Inc., that city, as business manager of broadcasting.

• BOB GROSS, assistant producer, radio-tv department at Doherty, Clifford, Steers & Shenfield, N.Y., named producer. LES COLLINS, formerly with BBDO, N.Y., joins DCS&S as executive producer.

• ELINOR DE LA BOUILLERIE, formerly visual coordinator for Unger & Elliot, to Compton Adv., N.Y., as visual coordinator, tv commercial production.

• GENE RUGGIERO, formerly film editor at Metro-Goldwyn-Mayer, to radio-tv department of Ted Bates, N.Y. Mr. Ruggiero won Academy Award for editing of "Around The World in Eighty Days."

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WEST COAST Lincoln Dellar & Co., Santa Barbara, Calif., WOodland 9-0770

OMAHA, NEB. Paul R. Fry, P.O. Box 1733 (Benson), TErrace 9455

NEW YORK 41 E. 42nd St., MUrray Hill 7-8437

• PHILIP J. LAVEN, formerly account executive on Brown & Williamson account at Keyes, Madden & Jones, Chicago, to Campbell-Mithun, that city, as account executive on Helene Curtis account.

• JOHN E. GILLESPIE, formerly art director of Young & Rubicam, Chicago, to art staff of Howard H. Monk & Assoc., Rockford, Ill.

• JAMES R. HOLLAND, formerly with United Press International, N.Y., to J. Walter Thompson, that city, as account representative.

• ROBERT S. LEVINSON, formerly with Riverside (Calif.) *Daily Press* and *Enterprise*, appointed assistant account executive with Harshe-Rotman, Los Angeles office.

The Media

MR. BRECKNER

• ROBERT W. BRECKNER, vp and program director of KTTV (TV) Los Angeles, appointed general manager. DICK WOOLLEN, assistant program director and film director of KTTV, named vp and program director and also will manage company's national syndication div. JACK O'MARA, merchandising and promotion director, also appointed vp. BRUCE BAUMEISTER, KTTV attorney, named general counsel. JOHN VRBA, KTTV vp in charge of sales, becomes vp of Times-Mirror Broadcasting Co. (new licensee name of KTTV, adopted last Thursday), in charge of sales for both KTTV and new commercial tape production division. CHARLES B. THORNTON, president, Litton Industries, and OTIS CHANDLER, marketing manager, *L.A. Times*, appointed directors of Times-Mirror Broadcasting Co. Mr. Breckner will report to RICHARD A. MOORE, president of T-MBC, who will devote major share of his activities to expansion program, including probable acquisition of additional properties.

• DONALD W. REYNOLDS JR., general manager of KOKL Okmulgee, Okla., named general manager of KOLO Reno, Nev. He also will continue his responsibilities at KOKL. STAN WEISBERGER, formerly sales manager at KOKL, appointed station manager. RAY MORGAN, formerly program director of KOKL, joins KOLO as air personality. GENE ROGERS, account executive with KONE Reno, to KOLO in similar capacity.

• NORMAN FLETON, general program executive with CBS-TV Hollywood, appointed director of programs, administration, with executive responsibility for all network programs prepared from Hollywood.

• ALEXANDER W. MACCALLUM, associate director on ABC Radio staff, N.Y., named assistant national program director of network. Mr. MacCallum joined ABC in 1946 as mail messenger, was manager, guest relations, in 1950 when he was appointed local director, N.Y. He was named to similar capacity for network operations in 1957.

MR. BURNAM

• EARL BURNAM, formerly general manager of KSYD Wichita Falls, to KBOX Dallas, both Texas, as station manager. KBOX is Balaban station; others are WIL St. Louis and WRIT Milwaukee.

• RICHARD GOLDEN, director of sales presentations for CBS TV Network, promoted to director of sales and market planning.

MR. HAYDEN

• JIM HAYDEN, formerly account executive with KERO-TV Bakersfield, Calif., appointed general manager of KAFY, that city. He succeeds GLENN LOCKHART who becomes part owner of KACY Port Hueneme, Calif. Mr. Hayden previously was announcer and sports director of KBOI Boise, Idaho, and prior to that was press secretary for late Sen. Herman Welker.

• T. E. (DICK) PAISLEY, formerly with NBC Spot Sales, N.Y., appointed station manager of WRCV-TV Philadelphia. He previously was station manager of WHUM Reading, Pa., and prior to that was with WFIL, Philadelphia.

MR. PEARD

• LESLIE H. PEARD JR., formerly director of regional sales development for Triangle Stations (WFIL-AM-FM-TV Philadelphia, WNBF-AM-FM-TV Binghamton, N.Y., WLYH-TV Lebanon-Lancaster and WFBG-AM-TV Altoona-Johnstown Pa., WNHC-AM-FM-TV Hartford-New Haven, Conn., KFRE-AM-TV and KRFM (FM), both Fresno, Calif.), appointed general manager of KFRE, succeeding ROBERT F. KLEIN, who resigned to enter private business.

• EDD ROUTT, formerly vp and general manager of KNOE Monroe, La., appointed general manager of KIXZ Amarillo, Tex.

• STAN ANDERSON, formerly director of radio-tv department for Woodrum & Staff Adv., Honolulu, named director of operations of KHVH-TV, that city.

• JAMES G. HERGEN, manager, telesales of NBC-TV, N.Y., named director, daytime sales and ROBERT MCFAYDEN, director, sales development, appointed manager, daytime sales. PAUL ORR, formerly producer at CBS-TV, joins NBC-TV as producer of *Jack Paar Show*.

MR. DOUBLEDAY

• ROBERT D. DOUBLEDAY, general manager of KATV (TV) Little Rock, Ark., appointed vp. He previously was local-regional sales manager of KTUL-TV Tulsa, Okla., and was with KENS-TV San Antonio, Tex.

• GEORGE MAC, sports announcer with Herald Tribune Radio Network, named sports director. Other HT Network appointments: FRANK SCOTT, formerly announcer at KVOA-TV Tucson, Ariz., joins staff of WVOX New Rochelle,

N.Y., and PHILIP TUCKER to news department of WVIP Mt. Kisco, N.Y., as writer-announcer.

• FRANK ZALNOSKY, formerly with WHSY Hattiesburg, Miss., appointed general manager of WALA Mobile, Ala. JOHN E. DIXON, assistant program director of WALA-AM-TV, named national sales manager.

• JOHN J. MCSWEENEY, sales manager of WMCA New York, named vp of Radio Press International. He will continue his duties at WMCA.

• RAY COLONARI, sales manager of WICC Bridgeport, Conn., assumes additional duties as station manager.

• RICHARD A. EGLI appointed station manager of WIOS Tawas City, Mich.

• CLARK WHITEMAN, commercial manager of WDZ Decatur, Ill., promoted to assistant general manager. He also continues his duties as commercial manager.

• ROBERT F. NIETMAN, division manager, member service department of Radio Advertising Bureau, N.Y., named group manager, grocery products in national sales department, succeeding ROWLAND J. VARLEY, who resigned to join MBS. MAURICE (DOC) FIDLER, formerly regional manager of RAB will succeed Mr. Nietman, effective Feb. 15.

• VIRGIL MITCHELL, newly-appointed information services director, WBBM-TV Chicago, assumes additional duties as sales promotion director, succeeding WILLIAM HOHMANN, transferred to CBS Tv Spot Sales, N.Y., as director of sales promotion and research.

• CARL L. SCHUELE, president and general manager of Broadcast Time Sales Inc., N.Y., elected to one-year term on board of directors of Station Representatives Assn., N.Y.

Handicapped d.j.

LLOYD PAYNE, announcer and assistant program director of WDXB Chattanooga, Tenn., awarded Governor's trophy as most outstanding handicapped employee of greater Chattanooga and tri-state (Alabama, Georgia and Tennessee) area. Mr. Payne has been with station for 11 years, performing his duties from a wheelchair for last seven because of polio. In seven-station market, Mr. Payne's shows always have been first or second.

• WILLIAM T. CORRIGAN appointed director of news and public affairs for newly-merged departments of KNXT (TV) Los Angeles and CBS-TV Pacific Network. Other staff changes: MIKE KIZZIAH named public affairs manager; IRWIN ROSTEN named public affairs producer and PAT O'REILLY appointed news editor.

• VIRGIL CLEMONS, account executive with KFMB-AM-FM San Diego, Calif., named general sales manager.

• NORMAN F. CISSNA, formerly with CBS-TV Spot Sales and KMOX-TV St. Louis and previously midwest sales manager of National Telefilm Assoc., appointed local sales manager of WNBQ (TV) Chicago, succeeding KENNETH JOHNSON, who resigns Feb. 1 to become executive vp of Daren McGavren Co., station rep.

• WILLIAM VENELL, formerly assistant sales manager of WHO Des Moines, Iowa, appointed director of sales development of WPBC Minneapolis.

• JACK B. PRINTZ and HARRY MOORE appointed local sales manager and national sales manager, respectively, of WTAR Norfolk, Va.

• FRANK COSTELLO, local sales manager of WPTR Albany, N.Y., appointed commercial manager, succeeding JOSEPH FARRAR who resigned.

• JOHN V. ROBERTS, director of reports section at Schwerin Research Corp., N.Y., and IVAN D. LEVINGER, in charge of client relations, both named vps.

• BERNARD (BUDDY) BRODE, program director of WNAR Norristown, Pa., appointed commercial manager, succeeding DONALD JONES who moves to WLCY St. Petersburg, Fla., in similar capacity. ANTHONY BEKAS named program director of WNAR. Both stations are part of Rahall Radio Chain.

• BILL MURRAY, formerly with KUZN West Monroe, La., to WPNC Plymouth, N.C., as sales manager. ALLEN CARWILE, formerly air personality with WSGA Savannah, Ga., to WPNC in similar capacity.

• MICHEL M. GRILIKHES appointed program executive for CBS-TV Network, Hollywood. He will coordinate live and filmed shows originating from West Coast. He has been with CBS for seven years.

• JOHN A. THACKABERRY, with sales staff of Robert E. Eastman & Co., Los Angeles, named to head that office, effective Feb. 1.

• LLOYD E. YODER, NBC vp and general manager of WNBQ (TV) and WMAQ-AM-FM Chicago, appointed executive chairman of radio-tv committee for Junior Achievement Week Jan. 31-Feb. 7.

• WILLIAM J. MATHEWS JR., director of radio division's research activities of Edward Petry & Co., N.Y., named account executive.

• CHESTER ZANESKI, formerly account executive at WHDH Boston, to sales staff of WBZ-TV, that city.

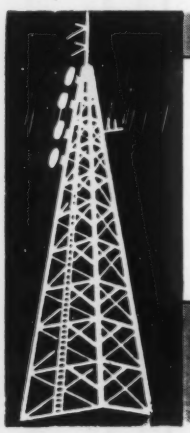
• ROBERT DOLAN, formerly with sales department of KXOK St. Louis, to KSD, that city, in similar capacity.

• ROBERT B. BEUSSE, formerly assistant advertising director for Schering Corp., (medicinal supplies), to WOR-AM-TV New York as advertising and promotion manager.

• JOSEPH SCHINDELMAN, assistant director, art department of CBS, N.Y., named director of art for network.

• MICHAEL S. ARTIST, director in program department of WAST Albany, N.Y., named promotion manager.

• BOB SILVERMAN, formerly sales manager of WBAI (FM) New York, and



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DAVID JARET CORP.

ROGER COLEMAN, formerly with WNCN (FM), that city, in similar capacity, both to sales staff of WABC-FM New York.

• JOHNNY JANO, air personality with KOKE Austin, Tex., named musical director and assistant program director.

• SIG SAKOWICZ, Chicago air personality, signed by WGN, that city, for weekly music-news-guest-interview program. He currently has daily program on WHFC Chicago.

• JAMES H. MCKNIGHT, formerly account executive with WGAN-TV Portland, Me., to WFGA-TV Jacksonville, Fla., in similar capacity.

• ERNIE SCHOENBACK joins WJZ-TV Baltimore as account executive.

• LARRY RUSH named news director of WLOB Portland, Ore., succeeding RALPH BARNES who joins staff of United Press International, that city.

• CHUCK CROUSE, formerly air personality with WSOM (FM) Salem, to WOSU-AM-FM-TV Columbus, both Ohio, as news writer and announcer.

• BOB SNYDER, formerly radio reporter for WABY and WROW, both Albany, N.Y., to WABC New York, as state legislative correspondent.

• BILL RODDY, formerly free lance newscaster with KNBC San Francisco, appointed news editor.

• WILLIAM WAGNER, formerly production manager of KTRK-TV Houston, named program operations manager.

• ART ELLIOTT, formerly with KOIN-TV Portland, Ore., to production staff of KXTV (TV) Sacramento, Calif.

• IRWIN BROWN, formerly news director of WLCY St. Petersburg, Fla., named news editor of WSUN-AM-TV, that city.

• DR. ROBERT TROTTER, formerly with music department of UCLA, joins KPFK (FM) Los Angeles as director of music.

• JOEL ALBERT, formerly of WPEN Philadelphia, joins news staff of WKBN Youngstown, Ohio. DICK NEWCOMER appointed assistant pr director of WKBN. FRANK LYNN, formerly announcer with WKRS Waukegan, Ill., to WKBN in similar capacity.

• ALAN AUSTIN, formerly air personality and announcer with KSOK Arkansas City, Kan., to KMA Shenandoah, Iowa, as announcer.

• MIKE TULLY joins KFMB-AM-FM San Diego, Calif., as air personality.

• GEORGE WILDEY, formerly air personality with WTYM Springfield, and KEN GAUGHRAN, formerly air personality with WREB Holyoke, both join WHYN Springfield, all Massachusetts, in similar capacities.

• MARTY MCNELLY joins WXYZ Detroit as air personality.

• JACK FROST, formerly air personality with KRGV Weslaco, Tex., to KRIZ Phoenix, Ariz., in similar capacity.

• LOU GROZA, professional football star (Cleveland Browns), joins sports staff of KYW-TV Cleveland. JIM GERARD, formerly air personality and announcer at KDKA-TV Pittsburgh, to KYW-TV as weathercaster.

• JAY ROGERS, formerly air personality with KTSA San Antonio, to KILT Houston in similar capacity succeeding BILL SCOTT who joins KABL San Francisco in similar capacity.

• JIM DANDY joins WCPO-AM-TV Cincinnati as air personality.

• TOM SNYDER joins WLWA (TV) Atlanta, Ga., as air personality.

• EARL NIGHTINGALE, formerly personality at WGN-AM-TV Chicago, rejoins station after 3-year retirement.

• ERV ULINEBERG, formerly member of Bel Trio musical group, to staff of WTMJ-AM-TV Milwaukee, as m.c. for *The Hot Shots* show on WTMJ-TV and *The Afternoon Show* on WTMJ radio.

• PAUL KRUYPER, program director of WSBT South Bend, Ind., resigns to join American Armed Forces Network at Poitiers, France, in similar capacity.

• ARTHUR CLARK, formerly of KUEQ Phoenix, Ariz., joins WGSM Huntington, N.Y., as air personality.

• JAC LEGOFF joins CKLW-AM-TV Windsor, Ont.-Detroit as newscaster.

Programming

• FRANK ATLASS and HARRIET ATLASS, formerly sales manager and public affairs director of WBBM-TV Chicago, respectively, form Frank Atlass Productions, that city. Firm will handle recording of commercials on video tape and production of syndicated or package programs for clients.

• MORTON A. BARRETT, director of research and sales development at Bolling Co., N.Y., named vp and head of Chicago office. He is succeeded by NINA FLINN, formerly assistant.

• TED GOETZ, formerly with BBDO L.A. appointed head of Wilding Inc., (tv films) new Hollywood office.

• JOSEPH C. SPERY, senior producer of tv commercials of Doyle Dane Bernbach, N.Y., appointed staff director of

Tv program distributors elect

Interim officers of newly-organized Television Program Export Assn. elected last week at first meeting of board of directors in New York: MERLE S. JONES, president of CBS Films Inc., president; HERBERT L. GOLDEN, vp of United Artists Corp., secretary-treasurer and following vps: SIDNEY KRAMER, vp of National Telefilm Assoc.; THOMAS J. MCDERMOTT, executive vp of Four Star Television and MARTIN N. LEEDS, executive vp of Desilu Productions Inc. All officers will serve until special April 19 meeting of directors, at which time permanent officers will be elected. A report also will be heard by business agenda committee which will make recommendations for plans to be implemented by the association to meet its objective of improving business climate abroad for U.S. tv program distributors.

EVERYONE WATCHES
WREX-TV
IN
ROCKFORD
ILL.

METROPOLITAN ROCKFORD ARB — FEBRUARY 9 - MARCH 8, 1959 DEMONSTRATES AGAIN WREX-TV'S COMMANDING AUDIENCE LEADERSHIP

23 OF TOP 25 PROGRAMS
ALL ON
WREX-TV

STATION SHARE OF SETS IN USE

	WREX-TV	STATION B
SIGN ON TO NOON	62.2	40.3
NOON TO 6:00 P.M.	62.0	37.0
6:00 P.M. TO MIDNIGHT	54.7	44.5
SIGN ON TO SIGN OFF	[illegible]	39.6

Represented by H-R TELEVISION, INC.

WREX-TV
CHANNEL 13 ROCKFORD

Bells are ringing • The Television & Radio Advertising Club of Philadelphia, Jan. 14, honored BOB ELLIOTT and RAY GOULDING, stars of CBS Radio's *Bob and Ray Show,* for their work in radio and advertising with the presentation of miniature Liberty Bells. Left to right: Mr. Goulding; THOMAS J. SWAFFORD, general manager and vice president of WCAU Philadelphia, which broadcast the proceedings, ROBERT N. PRYOR, director of promotion and information services for WCAU-TV and president of the Philadelphia ad club; Mr. Elliott, and JOHN H. KLINE, general sales manager of WCAU.

filmed commercials for Robert Lawrence Productions, that city.

• NORMAN LINDQUIST transfers from midwest regional sales representative to network sales representative in Chicago office of Ziv Television Programs Inc.

• CHARLES W. CARTER, field representative for ASCAP, Detroit, transfers to Minneapolis office as district manager.

• NORMAN E. WOODRUFF, formerly program and news director of KUTY Palmdale, Calif., resigns to start Neweh Productions, spot production and package firm, Hollywood.

• GEORGE VERSCHOOR, assistant to vp and general manager of commercial service department of Videotape Productions, New York, named account executive.

• RALPH LEVY, formerly producer-director of *The Jack Benny Show,* signs to produce new half-hour family comedy series for CBS Films.

• J.K. MAITLAND, vp, sales and merchandising, Capitol Records Inc., elected president, Capitol Records Distributing Corp. Mr. Maitland, also elected to the CRDC board, succeeding GLENN E. WALLICHS, CRI president, as president of CRDC. Other CRDC personnel changes: STEPHEN H. STROHMAN, national operations manager, re-elected vp and board member, appointed to new post of director of operations planning; MATTHEW D. SCHUSTER, national phonograph administrator, CRI, elected vp in charge of distribution and board member of CRDC; WILLIAM B. TALLANT JR., administrator of merchandising and advertising, CRI, vp and board member, appointed to new post of director of merchandising planning.

• ERNIE LEWIS, assistant to American Federation of Musicians' president, Herman Kenin, appointed western states coordinator for union's protest against unidentified foreign recorded music in domestic tv films.

• LEE FRANCIS, advertising-promotion manager for ABC Films since 1953, resigns to become free-lancer.

Equipment & Eng'ring

• ODEN F. JESTER, formerly vp and general sales manager of Utah Radio & Electronic Corp. and radio sales manager of Stewart-Warner Corp., to sales division of Shure Bros. (electronic components), Evanston, Ill., on special assignments. DONALD P. ROHRBACH named manager of marketing research of Shure Bros. He previously held marketing position with Westinghouse Electric Corp. Tv-Radio Div.

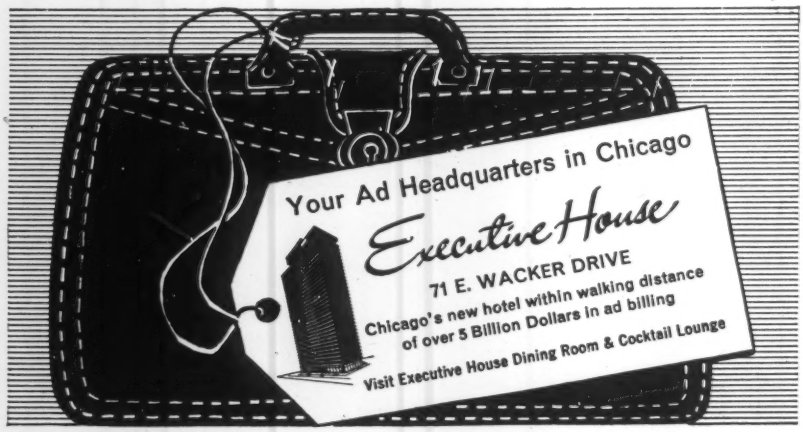
• ALFRED C. VIEBRANZ, formerly account and merchandising executive with Young & Rubicam, N.Y., appointed vp of marketing services for Sylvania Electronic Products Inc. JUSTIN J. MCCARTHY, formerly metropolitan district sales manager, named manager of private renewal sales, succeeding LOUIS A. WHEELOCK, who retired. GEORGE A. SHEEHY, sales representative, appointed metropolitan district manager for Sylvania Electronic Tubes, subsidiary of SEP.

• CARL L. KOWALSKI, engineering associate of Washington consulting firm of Silliman, Moffat & Rohrer, has been made full partner. Before joining firm in 1948, Mr. Kowalski was with U.S. Air Force and subsequently with Capital Airlines.

• FRED R. RAACH, formerly partner in management consultant firm of Robert Heller & Assoc., Cleveland, named staff vp, management engineering of RCA.

• H.W. BRACKEN, JACK L. HUNTER and W.S. LOWRY all appointed regional merchandising managers for General Electric Co.'s Tv Receiver Dept., with headquarters in Atlanta, Ga., San Francisco and Syracuse, N.Y., respectively. CHARLES L. BARNETTE named commercial engineer for GE's Receiving Tube Dept.

• MORGAN E. MCMAHON, manager of product engineering of Pacific Semiconductors Inc., Culver City, Calif., appointed manager of engineering department. ELMO E. MAIDEN, manager of


Your Ad Headquarters in Chicago
Executive House
71 E. WACKER DRIVE
Chicago's new hotel within walking distance
of over 5 Billion Dollars in ad billing
Visit Executive House Dining Room & Cocktail Lounge

special products, appointed assistant manager of engineering department.

Government

• REP. WILLARD S. CURTIN (R-Pa.) appointed to House Interstate & Foreign Commerce Committee to fill vacancy created by death of REP. ALVIN BUSH (R-Pa.) last November.

International

• VINCENT TUTCHING, vp of McCann-Erickson Corp. (International) and president of International Adv. Assn., named director of agency's recently-formed Australian subsidiary, Hansen Rubensohn-McCann-Erickson Pty., Ltd., Sydney.

• SYDNEY BANKS, vp and executive producer of S.W. Caldwell Ltd., Toronto tv film producer, appointed member of board of directors.

• DICK CUTLER, formerly salesman for CKVR-TV Barrie, Ontario, appointed Canadian representative of *Romper Room*, international tv kindergarten show.

Deaths

• DONN SUTTON, 54, advertising and pr director of Borg-Warner Corp., Chicago, died Jan. 15. He joined company in 1946 as pr counsellor and became assistant to president in 1951, pr director in 1952 and advertising director in 1958. Previously, Mr. Sutton was newspaper editor and war correspondent, eastern manager and editor-in-chief of Newspaper Enterprise Assn., N.Y., and active in several press and pr groups.

• WILLIAM MARSH, 50, salesman for RCA Broadcast Television Equipment Div., killed last Monday in crash of Capital Airlines plane at Holdcroft, Va. He was one of 50 killed in crash. Mr. Marsh had been RCA division's sales representative in North and South Carolina for past two years and made his home in Atlanta, Ga. Before that he was assistant chief engineer of WREC-TV Memphis.

• RALPH S. PEER, 67, president of Peer International Corp., New York, and Southern Music Publishing Co., Hollywood, died Jan. 19 after brief illness.

• HERBERT MAIZLISH, 60, died Jan. 18 of heart attack. He was brother of HARRY MAIZLISH, owner of KRHM (FM) Los Angeles and KPAL Palm Springs, Calif., with whom he was associated in number of business enterprises.

• THOMAS F. FLANAGAN, 69, advertising executive and founder and first director of Radio-Tv Station Representatives Assn., died Jan. 15 in Port Chester, N.Y.

• DR. JOHN F. G. CARRUTHERS, 71, formerly chairman of American Religious Radio Assn., died Jan. 20 in Pasadena, Calif.

• VINCENT GOTTSCHALK, 61, Chicago freelance radio-tv announcer, died Jan. 18.

Briefing session • Sen. George Aiken (R-Vt.) (far right) is being informed of conditions in England by NBC News's London correspondent Joseph C. Harsch (far left). Interested listeners at a reception in Washington Jan. 8 are William P. McAndrew, NBC News vice president, (second from left) and William M. Miller, doorkeeper of the House of Representatives. Over 400 members of Congress, the diplomatic corps, executive and military departments of the government and leading American journalists attended the reception where eight NBC News foreign correspondents briefed the gathering on conditions in the part of the world they cover. After speaking, they answered questions from the audience.

CALIFORNIA, SAN JOAQUIN VALLEY, FULLTIME radio station, excellent dial position. Grossed slightly under $200,000 in 1959 with ownership income approximately $60,000. Reasonably priced.

PACIFIC NORTHWEST—MAJOR MARKET DAYTIME—ONLY radio station grossing $16,000-$18,000 monthly and showing excellent growth record. Complete figures available only to successful major market operators.

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EXecutive 3-3456	DElaware 7-2754	RIverside 8-1175	EXbrook 2-5671

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* Five full ½ hours of local public service programming each week.

WTHI-TV
CHANNEL 10 CBS · ABC
TERRE HAUTE
INDIANA

Represented Nationally by Bolling Co.

Beautiful Signals
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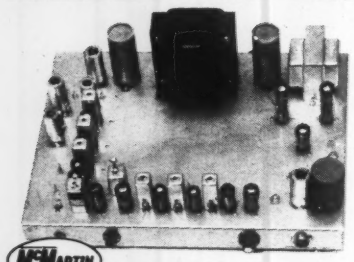

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1612 California Street · Omaha, Nebr.

FANFARE

Caged

Big Bob Calvert, a disc jockey with WGH Norfolk-Newport News, Va., broke his leg while roller skating. According to the station's report, a "sympathetic" group of fellow d.j.s, who had tired of hearing him complain and doing him favors, abducted him from his home and locked him in a cage at a supermarket which was having a grand opening. The kidnapping was reported play-by-play on the air. Mr. Calvert broadcast his regular stint and special bulletins from his cage. The station distributed 20,000 keys and offered $150 to the supermarketer who could work the lock and set him free. When after four days 8,000 shoppers had tried the lock, the right key was found and he was de-caged. Officials of the supermarket termed the opening "spectacular."

Retailers get TvB pitch

Television's pitch at the Retail Advertising Conference in Chicago this month was outlined in quick-reading material made available to delegates. Television Bureau of Advertising in a brief treatise, "Taking A Look at Tv," anticipated the questions, "How do I use television?" and "Who are the retailers, similar to me, using television?".

The how-to part covers budget and schedules. The second part sketches tv campaigns for Harvey's, Nashville; Union Fern Chain in upstate New York; Frank Dry Goods Co., Fort Wayne, Ind.; Patterson Fletcher, Fort Wayne; Stone & Thomas, Wheeling, W.Va.; Neel's Department Store, Thomasville, Ga.; Scranton Dry Goods Co., Scranton, Pa., and Fowler, Dick & Walker, Wilkes-Barre, Pa.

Coffee coup

KSAM Huntsville, Tex., a 250 w station, won first prize in Duncan Coffee Co.'s "Admiration (coffee) Popularity Queen" contest, beating 60 other stations in those two states including several 50-kw outlets. The lady who had turned in most coffee labels to KSAM received her choice of a Ford Thunderbird or $3,600 for being queen of the top-rated station (she took cash). Stations were judged on over-all interest and enthusiasm, promotional work and merchandising and the number of valid labels received.

• Drumbeats

Lovely bunch of coconuts • WTVJ (TV) Miami distributed a shipping label to 857 New York and Chicago advertising agency and client personnel who attended the station's sales presentation "Sun, Surf and Sales," in their respective cities Dec. 7-18. Upon return of the label, they were informed, a genuine Florida coconut would be sent to them. Only one guest declined the offer and 856 coconuts were dutifully shipped by

Award to Omahans • Three community leaders of Omaha, Neb., were honored by KMTV (TV) at its Second Annual Television Awards Dinner. The dinner was initiated last year to "encourage others to make more effective use of public service time on tv and to help improve the quality of public service material," according to Owen Saddler, general manager of KMTV. The dinner, televised on Jan. 12, honored (r to l) Louis F. Long, president of the Cudahy Packing Co.; V.J. Skutt, president of Mutual of Omaha; and James B. Moore, Northwestern Bell Telephone Co., for their distinguished public service. Mr. Saddler (l) is shown making the presentation.

'Career clinics' • A happy combination of public service, programming and promotion is being pulled off these days by WCBS New York. It's sponsoring, with New York U., a 13-week series of *College Career Clinics*. Already the programs have drawn high praise from school officials and grateful parents, favorable mention in the New York press and requests for assistance from other stations which would like to echo the series.

The program, taped at NYU on Saturday and broadcast on WCBS the following Monday night, covers a different career each week. NYU furnishes experts to answer junior and senior high school students' questions and give them a general rundown on the field. WCBS furnishes technicians, the moderator (personality Lanny Ross, at rostrum in photo above) and production personnel. High school vocational counselors furnish interested students for the *Clinics* themselves and advise both parents and other students that the broadcasts are available on WCBS. Notices regarding the series are posted in the 763 public, private and parochial high schools in the areas (a semi-captive audience of 850,000 students in New York, New Jersey and Connecticut).

Many schools have asked for duplicates of the broadcast tapes, which are being furnished by NYU. The station says it will make available to other stations sample tapes and background material on how the series is prepared. Total cost to WCBS: An estimated $3,300 for the whole series, including a pre-clinic luncheon for school officials and salaries of WCBS staff personnel.

the station. WTVJ listed its budget on this promotion (in case other stations are interested) at 5 cents per coconut and $651 for postage.

Gift house • The couple winning a KBMY Billings, Mont., contest that received "a year's free living"—groceries, clothing, payments on a car and house, etc.—turned the house they had won over to a family that had been rendered homeless by fire. The couple had a home of their own and donated the down payment and first year's payments on a $16,000 three-bedroom house to the fire victims. Associated Press carried the story of the winners' generosity.

Service shenanigans • The funniest picture taken of a listener while in the armed forces and wearing part of his uniform was worth a $50 Savings Bond from WSIX Nashville, Tenn. The station reports it received hundreds of entries in the contest which was tied in with the film "Operation Petticoat." The 25 runners-up won tickets to see that movie.

The Station of Quality in the Quad-Cities

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Station Authorizations, Applications

As Compiled by BROADCASTING

January 13 through January 20. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter, unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization.—STA—special temporary authorization. SH—specified hours. *—educational. Ann. Announced.

New Tv Station

APPLICATION

Springdale, Ark.—Springdale Telecasting Co.—uhf ch. 35 (596-602 mc); ERP 0.705 kw vis., 0.490 kw aur.; ant. height above average terrain 546 ft., above ground 260 ft. Estimated construction cost $27,974, first year operating cost $32,400, revenue $49,000. P.O. address 125 South Valley, Neosho, Mo. Studio and trans. location 1.5 miles NE of Springdale. Geographic coordinates 36° 12' 10" N. Lat., 94° 6' 12" W. Trans. Electron V-2050C, ant. RCA TFU 12BL. Applicant is **William M. Harlow** who is sole owner and general manager of KBTN Neosho, Mo.

CALL LETTERS ASSIGNED

*WSIU-TV Carbondale, Ill.—Southern Illinois U. Changed from WSIU (TV).

WITB (TV) Bowling Green, Ky.—George A. Brown Jr.

WIRM (TV) Iron Mt., Mich.—Valley Telecasting Co.

WDTV (TV) Harrisburg, Pa.—Rossmoyne Corp. Changed from WCMB-TV.

KCPX-TV Salt Lake City, Utah—Columbia Picture Electronics Inc. Changed from KTVT (TV).

Existing Tv Station

ACTION BY FCC

KXGO-TV Fargo, N.D.—Granted application for new tv intercity relay off-the-air pickup system to bring programs from WTCN-TV (ch. 11), Minneapolis, Minn., to KXGO-TV. Ann. Jan. 20.

Tv Translator

ACTION BY FCC

The Anaconda Co., Weed Heights, Nev.—Granted application for new tv translator station on ch. 70 to translate programs of KXTV (TV) (ch. 10), Sacramento, Calif. Ann. Jan. 20.

New Am Stations

ACTIONS BY FCC

Tempe, Ariz.—Richard B. Gilbert. Granted 1580 kc, 10 kw D. P.O. address Box 182, Scottsdale, Ariz. Estimated construction cost $24,100, first year operating cost $50,000, revenue $60,000. Sole owner Gilbert owns 61% of permittee of KZOK Prescott, Ariz. Ann. Jan. 20.

Ashland, Va.—John Laurino. Granted 1430 kc, 1 kw D. P.O. address 1805 Cooper Rd., Richmond, Va. Estimated construction cost $15,600, first year operating cost $27,500, revenue $33,000. Mr. Laurino, sole owner, is with AAA. Ann. Jan. 20.

APPLICATIONS

Okeechobee, Fla.—James L. Robbins, 1570 kc, 1 kw D. P.O. address 77 N. Parrott Ave., Okeechobee, Fla. Estimated construction cost $20,342, first year operating cost $60,000, revenue $80,000. Applicant is electric appliance dealer. Ann. Jan. 19.

Lake Zurich, Ill.—Lake Zurich Bcstg. Co. 1520 kc, 1 kw D. P.O. address 111 W. Monroe, Chicago, Ill. (Attn. Mr. Wm. Emery). Estimated construction cost $26,590, first year operating cost $56,212, revenue $77,532. Principals include **Margaret C. Rahmel,** 51%, who has no other broadcast interests. Ann. Jan. 20.

Berlin, N.H.—Good Radio Inc. 1400 kc, 25 kw. P.O. address 155 Front St., Manchester, N.H. Estimated construction cost $10,240, first year operating cost $40,000, revenue $50,000. Applicants are **William F. Rust Jr.,** 60% and **Ralph Gottlieb,** 40%. Mr. Gottlieb is general manager of WKBR Manchester, N.H. Mr. Rust Jr. has majority interest in WKBR. Ann. Jan. 15.

Roswell, N.M.—Neil N. Levitt 960 kc, 1 kw D. P.O. address 1517 W. Fairmont, Phoenix, Ariz. Estimated construction cost $12,635, first year operating cost $32,500, revenue $37,800. Applicant is program director of KHAT Phoenix, Ariz. Ann. Jan. 15.

Uhrichsville, Ohio—Tuscarawas Bcstg. Inc. 1540 kc, 25 kw D. P.O. address 226 N. Main St., Uhrichsville, Ohio. Estimated construction cost $14,159, first year operating cost $53,000, revenue $61,200. Principals include **Theodore W. Austin,** 35%, **James Natoli Jr.** and **Mary C. Natoli,** 25% each. Mr. Austin has 28% interest in WSTP-AM-FM Salisbury, N.C. Mr. Natoli Jr. is employe of KYW-TV Cleveland, Ohio. Ann. Jan. 15.

Harrisburg, Pa.—Thomas S. Carr 860 kc, 25 kw D. P.O. address 535 Ponte Vedra Blvd., Ponte Vedra Beach, Fla. Estimated construction cost $22,200, first year operating cost $50,000, revenue $60,000. Mr. Carr operates radio time sales organization in Georgia. Ann. Jan. 8.

Casper, Wyo—Champion Electronics 1350 kc, 1 kw D. P.O. address Rm. 1009, 155 Montgomery St., San Francisco, Calif. Estimated construction cost $39,400, first year operating cost $65,000, revenue $75,000. Applicants are **John M. Bryan** and **William K. Bowes,** equal partners in joint venture. Mr. Bryan is in hardware business; Mr. Bowes is investment banker. Ann. Jan. 19.

Existing Am Stations

ACTIONS BY FCC

KPAT Idaho Falls, Idaho—Granted further extension of time to June 1, 1960, to construct station (900 kc, 1 kw, D). Ann. Jan. 20.

WBTL Farmville, N.C.—By letter, denied request for 6-month waiver of Sect. 3.93(a) of rules, and directed licensee to have a first-class radiotelephone operator in actual charge of transmitting equipment and on duty either at trans. location or remote control point at all times when transmitting equipment is in operation, and to advise both Norfolk, Va., Engineer-in-Charge and Commission of such compliance within 15 days. Ann. Jan. 20.

KVKM Monahans, Tex.—Granted change of facilities from 1340 kc, 250 w, unl. to 1330 kc, 1 kw-N, 5 kw-LS, DA-N; engineering conditions. Ann. Jan. 20.

WDNE Elkins, W. Va.—Granted increase of daytime power from 250 w to 1 kw, continuing operation on 1240 kc with 250 w-N; by letter advised WTON Staunton, Va., that action is not to be construed as a predetermination of WTON's proposal to increase power or any subsequent proposal that might be filed by WROV Roanoke, Va. Comr. Cross dissented. Ann. Jan. 20.

APPLICATIONS

KCJH San Luis Obispo, Calif.—Modification of cp (which authorized new standard broadcast station) to change ant.-trans., studio and station location to Arroyo Grande, Calif. (1280kc). Ann. Jan. 14.

WLOB Portland, Me.—Cp permit to change hours of operation from daytime to unl., with power of 5 kw, DA-2, change ant.-trans. location and install new trans. (Requests waiver of Sec. 3.28(c) of rules) 1310 kc). Ann. Jan. 18.

KDOK Tyler, Tex.—Cp to change hours of operation from daytime to unl. using power of 500 w N and 1 kw D and install DA N. (1330 kc). Ann. Jan. 18.

New Fm Stations

ACTIONS BY FCC

Los Altos, Calif.—William J. Greene Granted 97.7 mc, 1 kw. P.O. address 177 Second St., Box 818 Los Altos, Calif. Estimated construction cost $22,422, first year operating cost $36,000, revenue $30,000. Mr. Greene is in life insurance business. Ann. Jan. 20.

***Muncie, Ind.—Ball State Teachers College.** Granted 90.7 mc, 10 kw. P.O. address Muncie, Ind. Estimated construction cost $3,000, first year operating cost $2,500. Ann. Jan. 20.

Mt. Clemens, Mich.—Wright & Maltz Inc. Granted 102.7 mc, 6.7 kw. P.O. address % WBRB 234 South Gratiot, Mt. Clemens, Mich. Estimated construction cost $11,222. Applicants are licensees of WBRB Mt. Clemens. Fm will duplicate am programming. Ann. Jan. 20.

Canton, Ohio—Independent Music Bcstrs. Inc. Granted 106.9 mc, 28 kw. P.O. address 546 E. Florida Ave., Youngstown, Ohio. Estimated construction cost $39,489, first year operating cost $30,000, revenue $50,000. Principal applicants are **George B. Hanna** (65%) and **Hugh E. Johnston** (22%). Mr. Hanna is in insurance. Mr. Johnston is employe of WBBW Youngstown, Ohio. Ann. Jan. 20.

***Salt Lake City, Utah—University of Utah.** Granted 90.1 mc, 350 w. P.O. address Salt Lake City, Utah. Estimated construction cost City, Utah. Estimated construction cost $23,150, first year operating cost $12,815. Ann. Jan. 20.

Seattle, Wash.—International Good Music Inc. Granted 95.7 mc, 36 kw. P.O. address 1151 Ellis St., Bellingham, Wash. Estimated construction cost $32,000, first year operating cost $15,000, revenue $20,000. Principal applicant is **Rogan Jones.** Mr. Jones has majority interest in KVOS-AM-TV Bellingham, and KPQ Wenatchee, both Washington. Ann. Jan. 20.

Existing Fm Stations

ACTIONS BY FCC

WFMD-FM Frederick, Md.—Granted modification of cp for class B fm station (99.9 mc) to change trans., ant. system and increase ERP from 2.1 kw to 9 kw; ant. height 1,120 ft.; remote control permitted; Sec. 3.204(a) (1) waived to permit use of facilities giving coverage in excess of that obtained using ERP of 20 kw and ant. height above average terrain of 500 ft. Ann. Jan. 14.

WMTW-FM Mt. Washington, N.H.—Granted six-month extension of authority to use its SCA facilities to relay to other stations within its service area baseball and other sporting events picked up from WHDH-FM Boston. Ann. Jan. 20.

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Ownership Changes

ACTIONS BY FCC

KTEE Carmel, Calif.—Granted (1) renewal of license and (2) assignment of license to **Carmel Bcstg. Inc. (Sam S. Smith,** president); consideration $150,000. Ann. Jan. 20.

WQUA Moline, Ill.—Granted assignment of license to **Radio Moline Inc.**; consideration $410,400 and employment of assignor president, **G. Laverne Flambo,** as consultant for 70 months for $52,000 and an extra $1,000 not to compete in radio in Scott County, Iowa, or Rock Island County, Ill., for 10 years; assignee also to pay broker's fee of $21,600. Comr. Bartley dissented. Assignee will be controlled by Kankakee Daily Journal Co., licensee of WKAN Kankakee, Ill.; owner of WRRR Rockford, Ill., and majority interest in KKIS Pittsburg, Calif. Ann. Jan. 20.

WJOB Hammond, Ind.—Granted transfer of control from **Robert C. Adair, Adair Charities Inc.,** and **Samuel** and **Rose L. Miller** to **Colby Bcstg. Corp.** (Julian Colby, president); consideration $435,500 for 99.6% interest. Ann. Jan. 20.

KLFD Litchfield, Minn.—Granted assignment of license to **Meeker County Radio Inc.** (of which Frank Endersbe is president); stock transaction. Ann. Jan. 20.

KWRW Guthrie, Okla.—Granted assignment of license from **Farrell M.** and **Norma Sue Brooks** to **Howard Daniel Smith,** tr/as Guthrie Bcstg. Co.; consideration $56,000. Ann. Jan. 20.

KLAS Las Vegas, Nev.—Granted (1) renewal of license and (2) assignment of licenses to **Frontier Bcstrs. Inc. (Albert H. Kelson, president);** consideration $155,000. Ann. Jan. 20.

KGRN Grinnell, KNIA Knoxville both Iowa—Granted assignment of license of KGRN and cp for KNIA to **Mitchell Bcstg. Co. (Forest J. Mitchell Jr.,** president); consideration $60,000 ($58,585 for KGRN and $1,414 for KNAI). Ann. Jan. 20.

KATZ St. Louis, Mo.—Granted assignment of license to **Laciede Radio Inc. (Ralph N. Weil,** president); consideration $600,000. Ann. Jan. 20.

WEOK Poughkeepsie, N.Y.—Granted assignment of license to **Hudson Valley Bcstg. Corp. (Paul Smallen,** president); consideration $300,000 and payment of $25,000 to **Arthur J. Barry Jr.,** assignor, not to compete within 50 miles of Poughkeepsie for five years. Ann. Jan. 20.

WNCC Barnesboro, Pa.—Granted assignment of license to **WNCC Inc. (J. Howard Bair** and **Eric M. Bauer**); consideration $71-300. Ann. Jan. 20.

WABV Abbeville, S.C.—Granted transfer of control from **J.A. Gallimore** to **George W. Settles Jr.** (now 45% owner) and **Ruth Settles;** consideration $33,100 for remaining stock. Ann. Jan. 20.

KABR Aberdeen, S.D.—Granted assignment of license to **Transmedia Inc.** (**Frank Fitzsimonds,** president, retains 25% interest); consideration $95.000. Ann. Jan. 20.

WMAK Nashville, Tenn.—Granted assignment of license to **WCMI Radio Inc. (Frederic Gregg Jr.,** president); consideration $342,500. Comr. Bartley dissented. Ann. Jan. 20.

APPLICATIONS

KJAZ (FM) Alameda, Calif.—Seeks assignment of license of **KJAZ Radio** from **Patrick Henry,** 75% and **David D. Larsen,** 25%, to Mr. Henry, sole owner, for $6,000. Ann. Jan. 20.

WGBF Evansville, Ind.—Seeks assignment of license from **On the Air Inc.** to **WGBF Inc.** Transfer of stock by parent corporation, Curtis Radiocasting Corp. No ownership changes or financial consideration involved. Ann. Jan. 19.

WABW Annapolis, Md.—Seeks assignment of license from **WASL Bcstg. Inc.** to **ABW Bcstrs. Inc.** for $116,000. Purchasers are **John Norris, Samuel Yorse,** and **Lester Greenewalt,** all 33-1/3% each. All three have minority interests in WGSA Ephrata. Ann. Jan. 20.

WGRD Grand Rapids, Mich.—Seeks transfer of control from **Music Bcstg. Co.** to **Regional Bcstrs. of Michigan Inc.** for $500,-034. Sale also includes WTRU Muskegon, Mich. and is contingent upon FCC grant of assignment of license from Music Bcstg. Co., to Regional Bcstrs. of Michigan Inc. Purchasers are **William H. Rich** and **Edith P. Martin,** equal partners in class A stock. Mr. Rich is 50% owner of WPIC-AM-FM Sharon and WMGW-AM-FM Meadville, both Pennsylvania. Ann. Jan. 15.

WTRU Muskegon, Mich.—Seeks assignment of license from **Muskegon Bcstg. Co.** to **Music Bcstg. Co.** Dissolve into parent corporation contingent upon FCC grant of transfer of control to Regional Bcstrs. of Michigan Inc. for $500,034. Ann. Jan. 15.

WGRD Grand Rapids, Mich.—Seeks assignment of license from **Music Bcstg. Co.** to **Regional Bcstrs. of Michigan Inc.** No consideration involved; assignment contingent upon FCC grant of transfer of control between Music and Regional for $500,034. Sale also includes WTRU Muskegon, Mich. Ann. Jan. 15.

WTRU Muskegon, Mich.—Seeks assignment of license from **Music Bcstg. Co.** to **Regional Bcstrs. of Michigan Inc.** No consideration involved; assignment contingent upon FCC grant of transfer of control between Music and Regional for $500,034. Sale also includes WGRD. Ann. Jan. 15.

KEYC-TV Mankato, Minn.—Seeks assignment of license from **KNUJ-Inc.** to **KEYC-Lee Tv Inc.** for aggregate $400,000. **Lee Radio Inc.** will pay $280,000 for 70%. **KNUJ Inc.** will purchase 10% for $40,000. Remaining 20% dispersed among 16 individuals. Lee Radio Inc is headed by **Lee P. Loomis** (9.18%) and 12 other stockholders. Lee Radio Inc. owns KGLO-AM-FM-TV Mason City, Iowa; KHQA-TV Hannibal, Mo.; WMTV (TV) Madison and WKBT (TV) LaCross, both Wisconsin; and WTAD-AM-FM Quincy, Ill. Ann. Jan. 15.

KTTR Rolla, Mo.—Seeks assignment of license of **"Show Me" Bcstg. Co.** from **Martin Mitchum** and **Luther W. Martin,** equal partners to **Luther W. Martin,** sole owner for $45,092 in both cash and property values, paid to Mr. Mitchum. Mr. Mitchum will in addition be paid $19,200 over four year period as engineer consultant. Ann. Jan. 19.

KCOM (FM) Omaha, Neb.—Seeks assignment of license from **Delta Bcstg. System Inc.** to **Don W. Burden,** sole owner, for $25,000. Mr. Burden is majority owner of KICN Denver, Col. KISN Portland, Ore., 51.10% owner of KOIL Omaha, and 42.10% owner of KWIK Pocatello, Idaho. Ann. Jan. 15.

KUTT Fargo, N.D.—Seeks assignment of license of **Music Bcstrs.** from **D. Gene Williams** and **Delbert Bertholf,** 37½% each, and **Robert Eubanks,** 25% to Messrs. Williams and Bertholf, equal partners. No consideration involved since Mr. Eubanks' whereabouts are unknown. Ann. Jan. 15.

KWIL Albany, Ore.—Seeks transfer of control from **Albany Radio Corp.** to **KWIL for Christ Inc.** for $2,500. KWIL for Christ Inc. is non-profit, religious organization. Ann. Jan. 18.

WITT Lewisburg, Pa.—Seeks assignment of license from **Wireline Radio Inc.** to **Central Pennsylvania Bcstg. Co.** for $26,100. Applicant is **Robert L. Wilson,** general manager of WKVA Lewistown, Pa. Ann. Jan.. 15.

KTRN Wichita Falls, Tex.—Seeks transfer of control from **Texoma Bcstg. Co. of Wichita Falls** to **Bcstg. Assoc. Inc.** for $379,450. Purchasers are **Interstate Distributors Inc.,** 80%, and **Raymond Ruff,** 20%. Interstate is auto accessory corp. in Louisiana. Mr. Ruff has minority interest in KITO San Bernardino, Calif. Ann. Jan. 20.

Hearing Cases

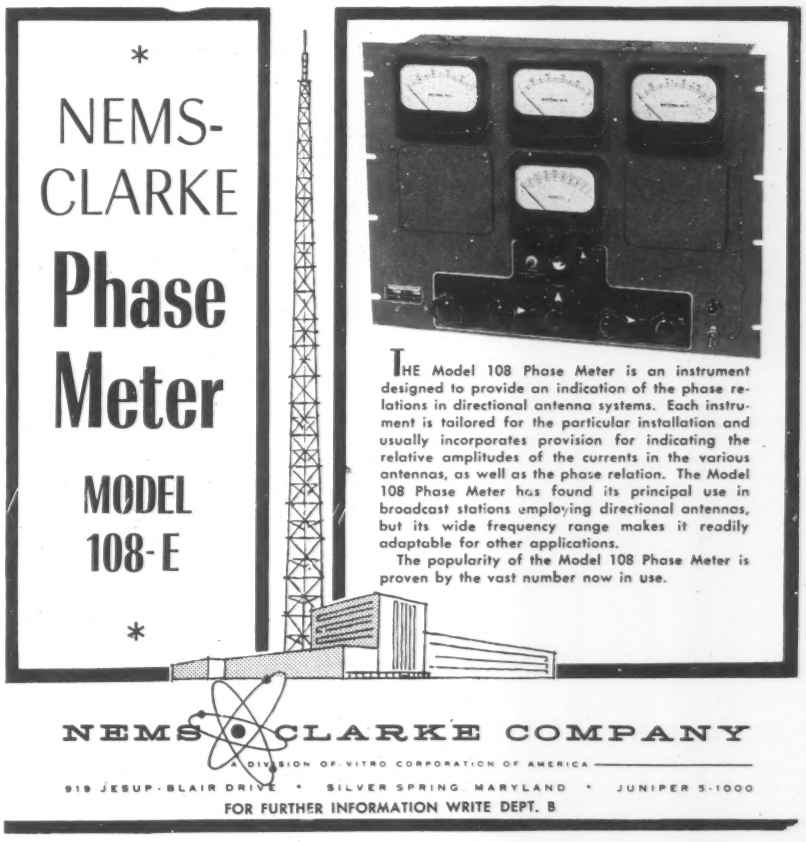
FINAL DECISIONS

By order, Commission made effective immediately Nov. 25 initial decision, as modified by Commission in accordance with Broadcast Bureau exceptions, and granted applications of John Laurino for new am station to operate on 1430 kc, 1 kw, D, in Ashland, Va., and The Capital Bcstg. Co. to increase daytime power of WNAV Annapolis, Md., from 1 kw to 5 kw, continuing operation on 1430 kc, 1 kw-N, DA-N, with engineering condition. Ann. Jan. 20.

By order, Commission, on request by applicant, made effective immediately Dec. 14 initial decision and granted application of Richard B. Gilbert for new am station to operate on 1580 kc, 10 kw, D, in Tempe, Ariz., conditioned that prior to issuance of program test authority Mr. Gilbert shall divest himself of all interests to and in certain promissory note executed by Morris Mindel as payor to Mr. Gilbert in the amount of $46,000 to secure payment for 160,000 shares of stock in Arizona Aircasters Inc. Ann. Jan. 20.

By order, Commission, on petition by applicant, made effective immediately Dec. 8 initial decision and granted application of Continental Bcstg. Corp. to change facilities of WHOA San Juan, P.R., from 1400 kc, 250 w, unl to 870 kc, 5 kw, DA, unl. Ann Jan. 20.

By memorandum opinion and order, Commission granted a petition by William J. Greene, applicant for a new Class A fm



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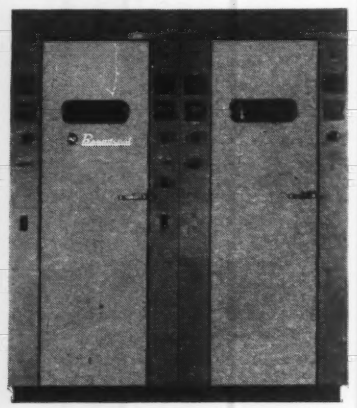

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING through January 20

	ON AIR Lic.	ON AIR Cps.	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,398	59	76	750
FM	644	36	170	98
TV	470	53	100	125

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through January 20

	VHF	UHF	TV
Commercial	447	76	523
Non-commercial	33	10	43

COMMERCIAL STATION BOXSCORE

As reported by FCC through December 31, 1959

	AM	FM	TV
Licensed (all on air)	3,398	644	470[1]
CPs on air (new stations)	58	34	52[2]
CPs not on air (new stations)	71	160	100
Total authorized stations	3,527	838	673
Applications for new stations (not in hearing)	525	71	60
Applications for new stations (in hearing)	248	34	63
Total applications for new stations	733	105	123
Applications for major changes (not in hearing)	651	32	32
Applications for major changes (in hearing)	171	4	10
Total applications for major changes	721	36	42
Licenses deleted	0	0	0
CPs deleted	0	0	0

[1] There are, in addition, ten tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 38 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

station to operate on 97.7 mc in Los Altos, Calif., for reconsideration of Nov. 27 grant of renewal of license of Family Stations, Inc.'s Class B fm station KEAR (FM) (97.3 mc), San Francisco, Calif. to extent of making the renewal subject to the condition that KEAR accept any interference which may result from grant of Greene application; dismissed as moot protest by Greene. Comrs. Bartley and Lee dissented. Ann. Jan. 20.

OTHER ACTIONS

KCRA Sacramento, Calif.—Is being advised that application for renewal of license indicates necessity of hearing on engineering issues. Ann. Jan. 20.

By three separate memorandum opinion and orders, Commission took the following actions on pleadings in the consolidated proceeding on am applications of Cookeville Bcstg. Co., Cookeville, Tenn., et al and (1) denied petition by Springhill Bcstg. Inc., Mobile, Ala., for enlargement of issues; (2) denied petition by Star Group Bcstg. Co., Jackson, Miss., for reconsideration and dismissal of application of John M. McLendon, tr/as Radio Mississippi, Jackson, Miss.; and (3) denied Star petition to enlarge issues. Ann. Jan. 20.

Cecil W. and Jane A. Roberts, Poplar Bluff, Mo.; Don M. Lidenton, Poplar Bluff, Mo.; KAAB Hot Springs, Ark.; KBTA Batesville, Ark.—Designated for consolidated hearing applications involving use of 1340 kc; made KSMO Salem, Mo.; WHHM Memphis, Tenn., and KICK Springfield, Mo., parties to proceeding, and KBTA party with respect to its existing operation. Ann. Jan. 20.

By memorandum opinion and order, Commission denied petition by St. Croix Bcstg. Inc. requesting reconsideration of Commission action of Aug. 31, 1959, denying St. Croix protest of July 1, 1959, grant of application for assignment of license of WSTN St. Augustine, Fla., from Stanmark Inc., to Harold William Critchlow. Ann. Jan. 20.

Greentree Communications Enterprises Inc.; Jerrold Electronics Corp., Flagstaff, Ariz.—Designated for consolidated hearing applications for new tv stations to operate on ch. 9. Comrs. Bartley and Cross dissented with respect to issues. Ann. Jan. 20.

Commission granted application by "Organizing Committee, VIII Olympic Winter Games, Squaw Valley, California, U.S.A., 1960 Inc." for authority to deliver programs by wire of play-by-play descriptions of the Olympic sports events to various stations in Canada and other countries for period Feb. 18 through 28. Ann. Jan. 20.

Routine Roundup

In accordance with official communication from Department of State, the Commission announces that bilateral agreement between U.S. and Haiti directly affecting licensed amateurs of the two countries has been concluded by exchange of notes. Effective Feb. 5, 1960, under terms of this agreement, amateur radio stations of Haiti and of U.S. may exchange internationally messages or other communications from or to third parties. As matter of related interest, amateur stations licensed by FCC heretofore have been able, under and in accordance with terms of previously effected arrangements, to exchange internationally, messages or other communications from or to third parties with amateur stations of Canada, Chile, Costa Rica, Cuba, Ecuador, Liberia, Mexico, Nicaragua, Panama, Peru and Venezuela.

ACTIONS ON MOTIONS

By Commissioner Rosel H. Hyde

Granted petition by The Walmac Co. for extension of time to file an answer to opposition of Broadcast Bureau to applicant's petition for modification and enlargement of issues and for revision of hearing procedure in proceeding on its application for renewal of licenses of KMAC (AM) and KISS (FM) San Antonio Tex.; extended time until ten days after completion of all prehearing conferences. Action Jan. 14.

Granted petition by Brown Telecasters Inc., for extension of time to Jan. 29 to file reply to opposition by Television Bcstrs. Inc., to petition for reconsideration and rehearing in Beaumont, Tex., tv ch. 12 proceeding. Action Jan. 14.

Granted petition by Broadcast Bureau for extension of time to Feb. 5 to respond to petition by West Bend Bcstg. Co. (WBKV) West Bend, Wis., for reconsideration and grant without hearing; application is in consolidated proceeding on am applications of Mid-America Bcstg. System Inc., Highland Park, Ill., et al. Action Jan. 19.

Granted petition by Radio Toms River, Toms River, N.J., for further extension of time to Jan. 15 to file replies to oppositions to petition by Radio Toms River for review of adverse ruling of Hearing Examiner in proceeding on its am application which is in consolidated proceeding with applications of Fredericksburg Bcstg. Corp. (WFVA) Fredericksburg, Va., et al. Action Jan. 14.

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To Be Seen by 85,000* Readers —among them, the decision-making station owners and managers, chief engineers and technicians—applicants for am, fm, tv and facsimile facilities.
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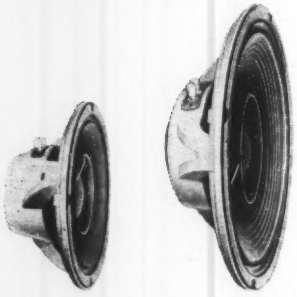
Collins new high fidelity monitor speakers

The sound of your station is your basic product. Hear it as it should be heard — in high fidelity — with Collins new line of monitor speakers.

Collins CS-8, 8" and CS-12, 12" speakers are only 3½" deep. These economical speakers are constructed with sturdy die cast frames and are easily installed in the ceiling or walls of your studio, lobby or waiting room. Both have a power handling capacity of 20 watts. Frequency response of the CS-8 is from 50 to 13,000 cps, CS-12 is from 30 to 13,000 cps. Radax construction permits CS-8 crossover at 2,000 cps; CS-12 crossover at 1,800 cps. Contact Collins for further information.



CS-8 CS-12

COLLINS

COLLINS RADIO COMPANY
CEDAR RAPIDS • DALLAS • BURBANK

By Chief Hearing Examiner James D. Cunningham

Scheduled hearings in the following proceedings on the dates indicated: April 5: am applications of Creek County Bcstg. Co., Sapulpa, Okla., et al. fm applications of David L. Kurtz, Philadelphia, and Brandywine Bcstg. Corp., Media, Pa. Actions Jan. 12.

Denied petition by Mojave Broadcasters (KDOL) Mojave, Calif., for acceptance of its appearance filed late and dismissed with prejudice its application which was in consolidated proceeding with am applications of James E. Walley, Oroville, Calif., et al. Action Jan. 13.

Scheduled following proceedings for hearing on dates shown: March 23: am applications of Hartsville Bcstg. Co. (WHSC) Hartsville, S.C., et al. March 30: In matter of assignment of call letters KPOI to KPOI Bcstg. Inc., for its standard broadcast station in Honolulu, Hawaii. Action Jan. 15.

Granted petition by Radio Albany for dismissal without prejudice of its application for new am station in Albany, Ga., and retained in hearing status the remaining applications in the consolidation. Action Jan. 15.

Granted petition by Patteson Brothers for dismissal without prejudice of its application and retained in hearing status application of George T. Hernreich both for tv station to operate on ch. 8 in Jonesboro, Ark. Action Jan. 18.

Upon request by Southbay Bcstrs., dismissed its petition for leave to withdraw petition to dismiss without prejudice its application for new am station in Chula Vista, Calif. Action Jan. 19.

Scheduled resumption of hearing for Feb. 3, with introduction of rebuttal evidence by protestants, in proceeding on application of The Spartan Radiocasting Co., Spartanburg, S. C. Action Jan. 19.

Dismissed as moot petition by Keystone Bcstg. Corp. (WKBO) Harrisburg, Pa., for extension of time to file opposition to intervention petition of Rossmoyne Corp. (WCMB) Harrisburg, Pa. in consolidated proceeding on am applications of Fredericksburg Bcstg. Corp. (WFVA) Fredericksburg, Va., et al. Action Jan. 12.

Granted petition by WKOX Inc. for dismissal without prejudice of its application for new am station in Beverly, Mass., and retained in hearing status remaining applications involved in consolidation—Consolidated Bcstg. Industries Inc., Natick, Mass., et al. Action Jan. 12.

Denied petition by Suburban Bcstg. Corp. requesting that order of Oct. 19 granting petition of Centre Bcstrs. Inc. (WMAJ) State College, Pa., for leave to intervene be set aside in proceeding on application of Suburban for new am station in State College, Pa. Action Jan. 12.

Granted petition by Bald Eagle-Nittany Bcstrs. to extent that it involves dismissal of its application for new am station in Bellefonte, Pa.; dismissed application with prejudice; retained in hearing status application of Suburban Bcstg. Corp. Action Jan. 12.

By Hearing Examiner J.D. Bond

Pursuant to agreements reached at Jan. 15 prehearing conference, scheduled following dates for procedural steps on am applications of John K. Rogers, Bristol, Tenn. and Kingsport Bcstg. Inc. (WKPT) Kingsport, Tenn.: Feb. 8—exchange of engineering exhibits; Feb. 15—exchange of exhibits on nonengineering issues; Feb. 23—requests for additional information and notification of witnesses desired for cross-examination; March 1—commencement of hearing upon all applicable issues. Action Jan. 18.

Scheduled hearings in consolidated proceeding on am applications of Cookeville Bcstg. Co., Cookeville, Tenn., et al.: group 3—March 24, group 1—April 12 and group 2—April 26. Action Jan. 8.

By Hearing Examiner Basil P. Cooper

Granted motions by Suburbanaire Inc., West Allis, and Watertown Radio Inc. (WTTN) Watertown, both Wisconsin, for extension of time to Jan. 20 to file proposed findings of fact in proceeding on their am applications. Action Jan. 14. Examiner earlier had granted Broadcast Bureau extension to Jan. 11.

Scheduled prehearing conference for Jan. 27 in proceeding on application of Bakersfield Bcstg. Co. (KBAK-TV) Bakersfield, Calif. Action Jan. 14.

Pursuant to agreement reached at prehearing conference Jan. 6, continued evidentiary hearing presently scheduled for Jan. 21 to date to be announced at conclusion of further prehearing conference to be held Feb. 19 in proceeding on applications of Supreme Bcstg. Inc. of Puerto Rico and Radio American West Indies Inc., for new tv stations to operate on ch. 8 in Christiansted, St. Croix, Virgin Islands. Action Jan. 12.

By Hearing Examiner Thomas H. Donahue

Granted motion by M.V.W. Radio Corp. for continuance of certain procedural dates in proceeding on its application for new am station in San Fernando, Calif., et al; extended from March 14 to April 13 date for further prehearing conference and from April 1 to April 27 for hearing. Action Jan. 13.

Granted request by Rollins Bcstg. of Delaware Inc. (WJWL) for continuance of date for the exchange of engineering showings from Jan. 11 to Feb. 11, further pre-hearing conference from Jan. 15 to Feb. 16, second informal engineering conference from Jan. 18 to Feb. 18, final exchange of engineering exhibits from Feb. 1 to March 1, further pre-hearing conference from Feb. 3 to March 3 and hearing from Feb. 8 to March 8 in proceeding on Rollins application for am facilities in Georgetown, Del., et al. Action Jan. 11.

By Hearing Examiner Charles J. Frederick

Granted petition by Rodney F. Johnson (KWJJ) Portland, Ore., for continuance of date for exchange of exhibits from Jan. 15 to Feb. 18 and date for hearing from Jan. 22 to Feb. 25 in proceeding on its am application. Action Jan. 15.

Granted petition by KVFC Inc. (KVFC) for extension of time from Jan. 5 to Jan. 15 to file proposed findings of fact and conclusions of law in proceeding on its application for am facilities in Cortez, Colo. Action Jan. 8.

Granted joint motion by Sanford L. Hirschberg and Gerald R. McGuire and Fairview Bcstrs. for continuance of hearing from Jan. 14 to Feb. 16 in proceeding on their applications for new am stations in Cohoes-Watervliet and Rensselaer, both New York. Action Jan. 8.

Granted motion by Taft Bcstg. Co. to substitute Taft as party in place of Radio Cincinnati Inc. and WKYT Inc. in tv proceeding on application of WHAS Inc., Louisville, Ky. Action Jan. 12.

Granted petition by Harlan Murelle and Assoc., Lakewood, N.J. for extension of time to Jan. 22 to file reply to oppositions to petition to modify issues in proceeding on its application which is in consolidated proceeding with am applications of Fredericksburg Bcstg. Corp. (WFVA) Fredericksburg, Va. et al. Action Jan. 14.

Scheduled hearing conference for Jan. 20 in proceeding on application of WHAS Inc. (WHAS-TV) (ch. 11), Louisville, Ky., at which time record will be reopened to consider petition by Broadcast Bureau for extension of time to March 1 to file proposed findings and conclusions and to April 14 to file reply findings; on own motion, extended time from Jan. 18 to Jan. 20 to file proposed findings. Action Jan. 14.

Denied petition by Mile High Stations Inc. for stay of proceedings on order to show cause why license for station KIMN Denver, Colo., should not be revoked for certain program material broadcasts; scheduled further prehearing conference for Jan. 28. Action processing line. Action Jan. 14.

By Hearing Examiner Isadore A. Honig

Granted petition by Suburban Bcstrs. Berwyn, Ill., for leave to amend its fm application so as to specify the frequency 95.9 mc in lieu of 106.3 mc; application removed from hearing status and returned to processing line. Action Jan. 14.

Upon motion by Broadcast Bureau and with consent of other parties, further extended time for filing proposed findings of fact and conclusions from Jan. 13 to Jan. 19 (does not affect the previously scheduled date for the filing of replies which remains as Feb. 1) in proceeding on am applications of The Tobacco Valley Bcstg. Co., Windsor, Conn., and Telecolor Corp. (WTXL) West Springfield, Mass. Action Jan. 13.

On own motion, scheduled prehearing conference for Feb. 2 in proceeding on applications of Dixie Radio Inc. for new am station in Brunswick, Ga., et al. Action Jan. 11.

On own motion, scheduled prehearing conference for Jan. 28 at 2:00 p.m., in proceeding on application of Sunbury Bcstg. Corp. (WKOK) Sunbury, Pa. Action Jan. 11.

By Hearing Examiner Annie Neal Huntting

Scheduled prehearing conference for 2:00 p.m., Jan. 22 in proceeding on applications of Radio Atascadero and Cal-Coast Bcstrs. for new am stations in Atascadero and Santa Maria, both California. Action Jan. 11.

Granted petition by United Electronics

Continued on page 111

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.*
- DISPLAY ads $20.00 per inch—*STATIONS FOR SALE advertising require display space.*
- All other classifications 30¢ per word—*$4.00 minimum.*
- No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Commercial manager: For top rated Pulse and Hooper 5 kilowatter in metropolitan Alabama market. Must have successful sales record. This is chain operation with definite opportunity toward management. Send complete resume to Box 966R, BROADCASTING.

Sales

$125.00 weekly for salesmen. Also bonus and commission. Metropolitan market east coast. Opportunity unlimited. Box 865P, BROADCASTING.

$100-$150 weekly guarantee plus commission and bonus plan for aggressive self-starter salesman. Top station Washington, D.C. market. Box 867P, BROADCASTING.

South Florida metropolitan market needs experienced salesman. Apply only if you have successful radio selling record which can be verified. No beginners please, pros only. Box 720R, BROADCASTING.

Announcer-salesman. Salary and commission. Stations in N.C. and S.C. Good advancement opportunity. Only N.C., S.C., Georgia residents apply. Send resume. Box 894R, BROADCASTING.

Radio time salesman, experienced, versatile, capable of developing into sales or station management. Excellent town to live in. $100.00 weekly salary plus override. Prefer married man in 25 to 40 age bracket. Tell us all about yourself. Job now open. Box 924R, BROADCASTING.

Top rated station in Michigan second market, has immediate opening for aggressive, time salesman with successful background as a self organizer and self starter. Generous draw against 15% commission and fringe benefits. Our staff knows of this ad. Tell all in first letter which will be held in strictest confidence. Box 957R, BROADCASTING.

Radio salesman-announcer-newsman needed now. Must be civic and service minded. Salary and liberal commissions. Radio station KCLW, Hamilton, Texas.

Wanted immediately, experienced time salesman to take good account list in growing market. Guarantee for three months; generous commission plan. Opportunity to advance to management with growing chain. WARF, Jasper, Alabama.

Immediate opening for a high caliber, aggressive salesman. A new station and a growing company offering great opportunity to any man wanting a career in radio. The man we are looking for preferably has had selling experience in northeastern Ohio or western Pennsylvania. Guarantee and commission with big income potential. Every qualified applicant will receive thorough consideration. Call, write, or wire Ted Hepburn, Sales Manager, WHLO, 51 West State Street, Akron 8, Ohio.

Salesman. 5 kw fulltime south-eastern Michigan station looking for topnotch salesman. Guarantee and commission depending upon experience and ability. Excellent opportunity with a complete station change to modern radio. Ken Chapin, WTRX, 2076 Bristol Road, Flint, Michigan. Telephone Cedar 9-8686.

Single station market—new station. Young, fast growing chain wants experienced man. Write WTTF, Tiffin, Ohio.

Salesman. Southerner with good voice preferred, with ability and energy. If successful promise promotion to manager in growing town of 16,000, now one-station market, bright future. Pay commission with drawing account. Also can use good announcer, if prove out, promotion to program director. Write fully. Bolton, Box 311, Bastrop, La.

Help Wanted—(Cont'd)

Sales

Wanted, experienced salesman for Kingsport. Strong market in fastest growing city in south. Excellent opportunity, liberal commission. Send resume to: W.V. Ramsey, Box 6, Kingsport, Tennessee.

Announcers

Modern number one format station in one of ten largest markets auditioning fast-paced, live-wire announcers. Key station leading chain offers big pay, big opportunity. Send tape to Box 864P, BROADCASTING.

Wanted: Experienced announcer for downstate Illinois station. Must be reliable and good worker. Attractive position. Write Box 426R, BROADCASTING.

First phone announcer for growing east coast first class chain. Excellent salary, benefits and advancement opportunities. Box 708R, BROADCASTING.

AM-fm station with new equipment, new studios wants a new announcer who likes to earn his money. Should be experienced, stable and able to do some news. Send tape, resume to Box 770R, BROADCASTING.

Growing, high potential California music-news operation needs livewire newswriter-announcers for its expanding news department. Excellent pay, outstanding future, interesting opportunity for men skilled in news gathering, writing and air work. Write age, education, experience, references to Box 843R, BROADCASTING.

Solid Great Lakes daytimer has morning show opportunity for talented, mature personality. Family man with good habits who believes in local participation and promotion. Box 845R, BROADCASTING.

Need two disc jockeys for 5000 watt top-rated station in major Ohio market. Only experienced men considered. Send tape, background material, photo. Box 866R, BROADCASTING.

Florida. Fast paced station needs lively swinging dj. Rush tape, resume. Box 872R, BROADCASTING.

First phone announcer wanted by Illinois kilowatt. $120 weekly starting salary for experienced, versatile man. Many extra benefits. Personal interview necessary. Give complete background including age, education, experience in detail. Box 888R, BROADCASTING.

Straight staff board announcer. $65 week. Must have commercial am experience. Send picture, tape, age, education, height, weight. Dates and places past employment. Box 889R, BROADCASTING.

Announcer-morning man. Copy, traffic and production afternoons. Stations in N.C. and S.C. Good advancement opportunity. Only N.C., S.C., Georgia residents apply. Send resume. Box 895R, BROADCASTING.

Pennsylvania stations need experienced announcers. Excellent starting salary, guaranteed regular raises and unequalled opportunity for advancement. Requirement: 1½ years experience, car, good personal and professional history. No top-40. Our men are professional announcers, not jockeys. Send tape and resume to Box 902R, BROADCASTING.

Announcer-engineer, first phone, must be fair announcer or better and able to do maintenance on 250 watt fulltime station. Top salary. Good place to work and live. Send photo, audition tape and complete details, including salary you feel you're worth. Tape and photo will be returned. Box 923R, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Top station in medium market, southwest, wants mature announcer who knows good music. Must have good record. First class ticket pays more. No engineering. Our employees know of this ad. Write Box 958R, BROADCASTING.

Announcer-producer. Man we're looking for is probably happy where he is. But, if he wants a change of scenery with the same type job he has now, send tape, photo, background to Bill Frosch, WISH, Indianapolis.

KBUD, Athens, Texas, seeking experienced staff announcer. Salary open.

Permanent position open for good, experienced announcer. Would like man who can write copy and do production work on commercials. Top rated station, pleasant working conditions, nicest town in California to live. Three hours to coast and one hour to Kings Canyon Park. KONG, Visalia, California.

Expanding "Cutie" chain offers fine opportunities for top announcers—5000 watt indie opening March, Fargo, N.D. Tape, resume, photo, present earnings to KOYN, Billings, Montana.

Mature, aggressive, hate rock and roll, but love to work and make money? Fastest growing station in Florida's fastest growing city needs announcer. Sales combination possible. Send tape-resume to Program Director, WABR, Orlando, Florida.

Wanted: Announcer for morning show. Contact Station WAMD, Aberdeen, Maryland.

WCPA, Clearfield, Pennsylvania will soon have an opening for a good, experienced announcer. Salary open. Good opportunity with growing radio and newspaper chain. Send tape and resume to George Mastrian.

Program director-announcer-daytimer, quality voice and experience demanded. Fast programming. Write WDDT, Greenville, Miss.

Immediate opening, experienced newscaster able to write, edit, and collect news. Send tape, recent photo, complete background to Bill Frosch, WISH, Indianapolis.

Wanted: Experienced announcer. Immediate opening. Prefer 1st phone, not mandatory. Send tape and references to WLBE, Inc., P.O. Box 1231, Leesburg, Florida.

Negro dj, thoroughly experienced. Good production. Send tape, photo and resume. Excellent working conditions. Company benefits. Salary open. Manager, WOBS, Jacksonville, Florida.

Need experienced staff announcer for adult audience in Washington, D.C. area. Excellent opportunity. Send photo, tape and resume to Howard B. Hayes, General Manager, WPIK, Box 298, Alexandria, Virginia.

Night man wanted for modern, well-paced operation. Must be capable putting together first-rate popular music show. Some news. Prefer young man, but must have professional experience. Send tape, resume WSAV, Savannah, Georgia.

100,000 watt fm has opening for mature announcer and capable salesman. WSOM, Radio Hill, Salem, Ohio.

Wanted, experienced announcer with first phone. WSYB, Rutland, Vermont.

Two music men. Announcer-salesman considered. Fine deal to right man! Northeastern Ohio swinger. W-WOW, Conneaut, Ohio.

Help Wanted—(Cont'd)

Technical

1,000 watt station in southeast has opening for chief engineer-combination announcer. Good salary and excellent working conditions for right man. Send resume, references and tape to Box 176R, BROADCASTING.

Experienced maintenance man for Pennsylvania station. Box 707R, BROADCASTING.

1,000 watt station in northeast has opening for chief engineer-recording engineer-combination announcer immediately. Send resume, references and tape to Box 976R, BROADCASTING.

No experience necessary: First class engineer-announcer with good voice. Call write George Williams, KGHM, Brookfield, Missouri.

Wanted: First class engineer capable of routine maintenance on 250 watt full-time station. Must be above average announcer with strong news ability. Starting salary $110 per week. Contact KRTN, Raton, New Mexico, with complete resume.

Wanted: Transmitter operator with first class license. Insurance and vacation benefits. Contact G. E. Crocker, Chief Engineer, KSDN, Aberdeen, S. Dak.

KYVA, Gallup, N.M., will have opening February 1 for combination first phone-announcer, first phone-salesman, or first phone-continuity.

Experienced man with first class radiotelephone to assist in installation of new transmitter equipment in two well-established stations located approximately twenty-five miles apart. Man selected will later become chief engineer in one of these stations. No announcing duties required. Apply by letter only, giving personal resume and complete information concerning education and experience, include recent photograph or snapshot. Write to J. Gordon Keyworth, Radio Station WMNB, North Adams, Massachusetts.

Immediate opening: First class phone-combo announcer or first-class phone with managerial ability. Single station in beautiful, small West Virginia-Virginia market. Write, call or wire, Manager, WRON, Ronceverte, West Virginia. Midway 5-1327. Salary open.

Production-Programming, Others

Copywriter and traffic assistant. Large metropolitan station. Top pay. Box 863P, BROADCASTING.

Experienced copywriter, who knows traffic for combination radio and television position. Small mountain states radio and television station—CBS, NBC, ABC. 5½ day week. Close to country's best outdoor recreation facilities including skiing, water skiing, hunting and fishing. Prefer young woman with copy experience with format radio. Write Box 727R, BROADCASTING giving full details as to experience, character, references, and salary requirements.

Newswriter, for 50 kw eastern clear channel station, who wants to work for one of the nation's top stations, under experienced news editor. Pay according to experience and ability. Send full information, including education, experience, salary requirements and recent photo to Box 881R, BROADCASTING.

RADIO

Situations Wanted—Management

Manager-general, commercial. Strong community background. Medium-small markets only. Details in first letter, please. Box 917R, BROADCASTING.

Employed general manager of 5,000 watt full-time radio station in competitive major regional multi-station market precluded from further promotions or ownership by closed corporation, desires opportunity of increasing sales and profits of your station in return for respectable salary and incentive plan and preferably with option to buy part ownership from profits. Successful with network and independent operations. Phenomenal record in local, regional, national sales and in creating and maintaining high profits. Creative idea-man who has produced lucrative station programs and contests. Box 779R, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Management next step . . . fully experienced, sales-staff-news. Currently promo director 5000 watter in large market, mixed city and rural . . . Minnesota-Wisconsin-Michigan. Top references. If you want a career radio man, write: Box 934R, BROADCASTING.

I recommend this manager. He came to us as an experienced announcer in 1948, moved into sales, became sales manager. He left to become general manager of another group's two stations; returned here as station manager a year ago. Solid background in programming, sales and management (we know because he spent almost ten years with us in all these functions). Now, due to change in operations here, we cannot use his very good talents. He is in his mid-forties, a family man, wants to relocate where there's growth potential—preferably on a salary and incentive basis. Available now. Write in confidence to President, Box 949R, BROADCASTING.

Manager - salesmanager wants relocation. Prefer single or double station markets. Box 955R, BROADCASTING.

Manager, chief engineer, announcing and sales. Economy operation preferred. South and southeast only. Box 960R, BROADCASTING.

General manager, college, administration and law, successful career as personnel director, program director, chief engineer, sales manager, gm past eight years with present corporation. Experience in planning, construction, FCC hearings. Desire opportunity in larger market or association with station group. Box 969R, BROADCASTING.

General manager, presently employed, seeking opportunity to locate in medium sized market, preferably mid-west. Young, sober, community minded family man. Advocate of good programming, weekly sales meetings. Can assist my staff in any phase of radio. Top 40 need not apply. Box 971R, BROADCASTING.

Two young men, have package, will travel. Management to lawn mowing. You name it, we've done it. Sober. Too damn busy working. Prefer U.S.A. Get us while we're still alive!! Box 973R, BROADCASTING.

Sales

Available: National-local sales manager for stable operation. Increase sales through instruction, ideas, personal sales. Demonstrated ability to train beginners. Metro market experience as manager-sales manager. Box 946R, BROADCASTING.

Have boat, need ocean. Seeking permanent east coast berth as radio salesman. 47 years old with 16 years experience with same 4-A mid-continent agency as copywriter and AE. Previously, radio announcer. Have created and sold ad campaigns for radio, tv, all print media. Expect this background can be translated into effective time salesmanship. Visiting east shortly, would like to arrange interviews. Box 975R, BROADCASTING.

Announcers

Sports announcer, seven years background play-by-play. Top references. Box 405R, BROADCASTING.

Experienced sportscaster wants baseball, football, basketball situation. Available mid-March. 5 years in radio-tv, plenty play-by-play. Box 851R, BROADCASTING.

Young married announcer with training and off-camera tv experience seeking diversified staff position. Tape references. Box 871R, BROADCASTING.

Personality plus top 40 man. Idea man, minor markets save your stationery. Looking for fourth major. Box 931R, BROADCASTING.

News-special events broadcaster in major market wants to get out of rut. Will work news-staff or news-sports for progressive organization. Box 910R, BROADCASTING.

Medium market personality deejay with top success story wants move to a larger, more competitive market. Educated, experienced in building audiences, selling them and handling sponsors diplomatically and intelligently. Box 911R, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Announcer/sales. Needs opportunity. Will offer sincere hard effort. References. Tape. Box 912R, BROADCASTING.

Female will go anywhere for any radio station job. Talented. Box 913R, BROADCASTING.

Like! If you have need of a swinging, selling night man, try me. No novice looking for stable operation. Just for the record, my suntan doesn't wear off. Box 914R, BROADCASTING.

Mature adult music dj-announcer seeks midwest am or fm. Currently dj-pd. Box 916R, BROADCASTING.

Southwest—Announcer 8 years experience including all sports. Family, employed. Box 918R, BROADCASTING.

Play-by-play sports, also do top rated personality dj show. Ten years all phases radio-tv. Production and program minded. College degree, married. Box 921R, BROADCASTING.

D-J, announcer, production. No comedian, no screamer, not a drifter; thirty, married. Simply want to work at adult station with adults! Four years experience, pd at present location. Union musician, singer for years. Prefer central or southern California. Box 922R, BROADCASTING.

Swingin' top 40 jock, voices, gimmicks, pace. Three major markets. $140. Box 930R, BROADCASTING.

Announcer-salesman looking for a happy home in midwest or northwest. Ten years radio and tv including, announcing, sales and management. Box 933R, BROADCASTING.

Top-flight announcer, program director, sports director with 15 years experience would like to locate in California. Major league baseball and pro football play-by-play plus recreations. Disc jockey specialty too. Good commercial voice. Available soon. Box 947R, BROADCASTING.

Negro dj, 28, seeking relocation. Strong on news, r&b, spiritual, and formula programming. No "accent." Prefer east or west coast; consider all responses. Tape and resume on request. Box 950R, BROADCASTING.

Announcer-dj. College senior, speech major, single, vet, 23. 5 kw top fifty experience. Mature voice. Will travel. Tape, resume on request. Box 951R, BROADCASTING.

Attention midwest: Want a really good personality dj? Try me! Box 953R, BROADCASTING.

Experienced young staff announcer who excels in dj work and sports play-by-play. Will liven up your station. Tape available. Box 954R, BROADCASTING.

Personality—within a format dj. Employed, top station, top market. Air check only. Box 962R, BROADCASTING.

Classical dj, serious music station. All-around experience, music, arts. Announcer, Director. News, commercials, interviews, drama. Copy, continuity. Box 970R, BROADCASTING.

Young, single, now doing six hours of dj shows, morning and afternoon, strictly adult to modified r&r for teens, selling, production, copy, errands, cleaning, etc. Personable, sober, prefer midwest, medium market, no top 40. Box 972R, BROADCASTING.

Ambitious, young man desires start in radio. Limited college station experience. 1006 Griffin Street, Olean, New York.

Experienced announcer, dj. All phases of radio. Contact Bud Hamod, 568 Mathews St., Gary, Indiana.

Negro announcer, age 23, vet, single, recent graduate of midwestern broadcasting school. Willing to work hard. Will travel. Eddie Strong, 826 South Wabash Avenue, Chicago 5, Illinois.

Announcer, single, ambitious, strong on all phases. Graduate midwestern broadcasting school. D. Thompson, 3422 Brentwood Dr., Flint, Michigan. CE 3-8505.

Situations Wanted—(Cont'd)

Announcers

College graduate, ten year's experience. Available immediately. Call Ted Wolfe, WGOH, Grayson, Kentucky, GRanite 4-6411, before Friday.

Technical

12 years experience—all phases am-fm-uhf, vhf tv maintenance and construction. Former tv chief—RCA Broadcast Service Field Engineer. Prefer northeast. Box 959R, BROADCASTING.

Chief engineer: Can sell and announce! You make a profit. Box 961R, BROADCASTING.

Old pro, chief engineer-announcer trying for working manager spot first shot. No other. 35, family, car. Can restore sound quality to old equipment. Announcing informal, dignified. Real air-sell with no gimmick, scream, or rock. State salary, telephone, permanence for experience. Southeast. Box 968R, BROADCASTING.

First phone radio engineer, experienced, dependable; married; go anywhere except northern states and coastal areas; available now; no announcing. William H. Arthur, 1711 Third, Dodge City, Kansas. Phone HUnter 3-7639.

Available immediately in northwest. First phone-combination. Five years experience. Bob Asbury, Box 1495, Boise, Idaho. Phone 3-3938.

Experience in all phases. College. First phone. Ben Louden, phone CH 5-7181, 105 South Main, Sylacauga, Alabama.

Four years as chief engineer/announcer. Married, veteran. Prefer Florida east coast. Now employed. Carll Strohmeyer, Southern Pines, N.C. Oxford 2-2941.

Production-Programming, Others

Speak to me of five figures! Making bosses first in market is my business. Talk show or news director for radio and tv, or combination. 11 years experience in news. Box 583R, BROADCASTING.

Qualified news or production director. Mature family man, now with one of nation's finest, would like to return home—to Florida. Twelve year's experience all phases, six on-camera. Familiar with hard work. Agency references. Box 927R, BROADCASTING.

Program director-aggressive, successful major deejay, medium pd. Promotion-production idea man. 30, degree, employed. Desire happy multi-station indie hungry for shot in arm. Guarantee kicks, ratings. Under $10,000! Interview. Box 948R, BROADCASTING.

Program director of top rated station in highly competitive market seeks affiliation with small southern station, preferably Florida. No top forty. Box 952R, BROADCASTING.

Copy department suffering from tired blood? Why not try me. Box 967R, BROADCASTING.

TELEVISION

Help Wanted—Sales

Sales manager for small 3 network vhf in Rocky Mountain area. Good salary plus commissions. To supervise 2 or 3 salesmen. Must be experienced. Station management potential. Send full information. Box 715R, BROADCASTING.

Salesman opportunity for good income and stable association in single station 3 network television market. If you are creative sales-wise and like selling you must do well in Wyoming's 1st market. Salary and commissions offer potentials worth investigating. Contact Bob Berger, KTWO-TV, Casper, Wyoming.

Wanted, experienced regional or national sales manager for WLOF-TV, Orlando, Florida. Wire or phone Garden 4-8537.

Announcers

Immediate opening for experienced announcer. Send tape, resume, reference, kine or vtr to: Douglas M. Bradham, Asst. Gen. Mgr., WSUN-TV, Box 879, Charleston, West Virginia.

Help Wanted—(Cont'd)

Announcers

Announcer and announcer/director for midwest tv station. TV experience desirable but not necessary for announcer. Positions open immediately. Send full details including tape and picture to: J.W. Kelin, Post Office Box 470, Rockford, Illinois.

Technical

Tired of the old "rat race"? If so, we have the answer. TV engineers needed for electronic product design and packaging; experienced in sweep, video and pulse work. Progressive company in southern California. Box 882R, BROADCASTING.

Transmitter engineer. Mountain top station New England area. High power vhf. Radiotelephone first required. Box 893R, BROADCASTING.

California medium market needs good, practical experienced television engineers, both studio and transmitter. Must be excellent operator television control board, projectors, switcher, microwave, etc. Also need alert, experienced transmitter man. Both men should be good on maintenance, mechanical work, and electrician. Reply Box 919R, BROADCASTING.

Expanding operation requires additional engineers with 1st phone and tv studio and/or transmitter experience. Send full details of past experience, training and references to Chief Engineer, KOAT-TV, Albuquerque, New Mexico.

Immediate opening for first phone engineer. Union scale and employee benefits. Experience not necessary. Contact Asst. Chief Engineer, Al Petzke, WTVO, Rockford, Illinois.

Wanted: TV experienced technician - engineers. First class FCC license required. Large market tv operation-studio, control, maintenance, transmitter work. Give age, experience, qualifications. Station WVUE-TV, 1418 Cleveland Ave., New Orleans, La.

TV studio engineers for design, test, and field engineering. Rapidly expanding progressive company. All benefits, plus rapid advancement for qualified engineers. Foto-Video Laboratories, Inc. CE. 9-6100, Cedar Grove, New Jersey.

Production-Programming, Others

Film editor, conscientious, experienced, single female. Florida vhf. Include references and salary requirements. Box 920R, BROADCASTING.

TELEVISION

Situations Wanted—Management

General manager available for television station. Known and respected in industry and by agencies coast to coast. Excellent background and record as businessman, manager, national sales manager. Confidential replies respected. Box 775R, BROADCASTING.

From page boy thru promotion, sales and management. 20 years broadcasting experience. For the past five years have managed successful tv stations in two highly competitive major markets. Took both out of the red. Station sold Available in about 30 days. Can travel for interview. Box 884R, BROADCASTING.

Sales

Regional tv sales or agency position, middle Atlantic or south, desired by salesman, 10 years radio-tv sales and management experience. Excellent follow-through. 32, family. Box 863R, BROADCASTING.

Sales promotion-free-lance. Copy, concepts, campaigns . . . ads, mailers, catalogs, newsletters, presentations, name it . . . fast, fresh, finished, fruitful . . . firm estimates. . . . Free fact file: MU 3-1455. The Copy Shop, 270 Madison Ave., NYC 16.

Announcers

Radio-tv announcer with 7 years experience looking for a better opportunity. Presently sports director, weatherman, disc jockey. Box 925R, BROADCASTING.

Sports reporter. Not a reader of wire copy. Thorough knowledge helps me bring out facts overlooked or understated in sports news. Entertaining, informative, hard-hitting. Box 945R, BROADCASTING.

Situations Wanted—(Cont'd)

Technical

Transmitter engineer. 10 years experience in radio and tv. Prefer east coast. Any reasonable salary considered. Resume on request. Box 928R, BROADCASTING.

Studio engineer-switcher, five years experience, 1st phone, desire position with future. Box 956R, BROADCASTING.

Reserve vacation relief: Northeast, April-October CREI grad plus 10 years, excellent references, color and net experience, remotes videotape. Box 974R, BROADCASTING.

Production-Programming, Others

Experienced major market radio tv newsman desires opportunity with first class news operation in south or southwest. Box 877R, BROADCASTING.

Producer-director with good, solid background. My experience extends from cameraman to tv-radio-film producer for large ad agency and everything in-between. I've no need to bluff. Full resume, letters of recommendation, storyboards and scripts to anyone interested in quality production at salary tailored to your market. Box 915R, BROADCASTING.

Operations manager seeks opportunity. Fully experienced in production, directing, news, continuity, film. College grad. 30, married. Highest references. $150.00 minimum. Box 963R, BROADCASTING.

TV news director-caster top rated in three station market wants to organize and operate a modern news department. Box 964R, BROADCASTING.

FOR SALE

Equipment

For sale: Complete 5 kw tv transmitter channels 2-6; 25 kw tv amplifier 2-6 also 7-13. Box 926R, BROADCASTING.

T350XM—250 watt transmitter. Easily converted to Conelrad. $250. Box 977R, BROADCASTING.

Selling station; new management does not want equipment. Will take $1,000 loss on Schafer Automatic Programming Program Electronic Package model 60 with Schafer Program Preparation Package. Used 3 months; excellent condition. KTRN, 917½ Scott St., Wichita Falls, Texas.

Never used, new Westinghouse (FM-10) 10 kw amplifier and power supply. details, call or write, W. H. Hauser, Chief Engineer, WBZ, Boston Mass.

Need a man with 3 arms? We don't have one either, but we do have a good substitute—An RCA type BQ101 automatic turntable, capable of playing 120 selections—push button, remotely controlled. Ideal for the small station. Excellent condition. Can be yours for $600 fob Baltimore. Contact S. E. Hawkins, Chief Engineer, WITH, 7 East Lexington Street, Baltimore, Maryland.

Tower for sale. Used 150' Blaw-Knox, galvanized, self-supporting tower, complete with beacon, side lights, flasher, coils etc. Carefully dismantled and crated $1500.00 f.o.b. C. F. Berwinkle Co. Raven Rock, W. Va., Phone St. Marys, W. Va. 557M

1 Rack mounted Magnecorder PT6 transport with PT6R amplifier, $250.00. 1 portable Magnecorder in case PT6AH transport 3 speeds with PT6J amplifier. Good condition, $295.00. Communications Service, Inc., 3209 Canton Street, Dallas, Texas.

Video monitors. Closed circuit and broadcast, Foto-Video Laboratories Inc., Cedar Grove, New Jersey. CE 9-6100.

General Electric 10 kilowatt frequency modulation broadcast transmitter complete. General Electric type BF3A. This includes 3 kilowatt exciter and 250 watt exciter. Contact Functional Broadcasting, 1227 Main Street, Buffalo, New York.

Miratel tv monitors demonstration units. New warranty 15-17" metal cabinets $215.00 each. 8-17" veneer cabinets $185.00 each. Complete line of new units available in 8" 14", 17", 21" and 24". Write: Miratel, Inc., 1082 Dionne St., St. Paul 13, Minn.

FOR SALE

Equipment—(Cont'd)

Microwave transmission line—Andrew 3/8"—7/8"—1 5/8"; semi flex and rigid types, ceramic and teflon insulated with hardware, accessories and tools. New-bargain prices. Write for listing. Sierra-Western Electric Cable Company, 1401 Middle Harbor Road, Oakland 20, California.

Used Towers. 10-150' 9-200' 8-300'. U.S. Tower Co., 405 Union Trust Bldg., Petersburg, Va.

WANTED TO BUY

Stations

Wanted—station. Have $15,000 to invest. Want immediately. Contact Don Swanson, Everly, Iowa.

Equipment

Used 250 watt am transmitter in good condition. Preferably with remote control. Please state in reply, price, condition and availability. Box 932R, BROADCASTING.

Wanted: KIFI, Idaho Falls, Idaho, has cp for Channel Eight, basic 5kw. Air mail if you have any good, used equipment for sale.

4 Bay fm antenna 95.7 frequency, KOBY, 340 Mason Street, San Francisco, California.

INSTRUCTIONS

F.C.C. first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta. 1139 Spring St., N.W., Atlanta, Georgia.

Highly effective review for FCC phone exams. Very inexpensive. Free literature. Write, "Instruction Unlimited", Box 10634, Jackson 9, Miss.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Yes, our graduates get good jobs as announcers, writers, salesmen, licensed operators, managers owners 15 years experience training men who now work in southern radio-tv. Lower prices time payments, assured placement. Keegan Technical Institute, 207 Madison, Memphis, Tennessee.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting March 2, May 4, June 29, 1960. For information, references and reservations write William B. Ogden, Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

FCC license in six weeks. Next class March 14th. Reservations required. This is the cando school. Pathfinder, 510 16th St., Oakland, California.

With pride we announce the opening of our new broadcasting school. Twelve weeks intensive, practical training in announcing, programming, etc. Brand new console, turntables, and the works. Reservations only. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Become a radio combo man or tv studio engineer. Approved FCC operator's license course offered by New York's oldest broadcasting school. This proven ticket-getter prepared by FCC expert for those hesitant about crash courses. Evening classes, 31 weeks, January 25. Day classes, 20 weeks, February 10. Academy of Broadcasting Arts, 316 West 57th St., NYC 19, PLaza 7-3211.

BUSINESS OPPORTUNITY

Operate profitable employment agency — home or office; part or full time. Write Personnel Associates, Box 592-BT, Huntsville, Ala.

MISCELLANEOUS

Production radio spots. No jingles. Free audition tape. M-J Productions, 2899 Templeton Road, Columbus, Ohio.

STATIONS — FOR SALE

SOUTHWEST REGIONAL FULLTIMER

Number one rated station in market. Growth excess of $200,000 with excellent owner earnings. Priced at $325,000 with very good terms.

Box 897R, BROADCASTING

ROCKY MOUNTAIN AREA

Full time regional with history of excellent earnings and cash flow. Priced at slightly more than annual gross. $150,000 with 29% down and good terms to a qualified buyer. No curiosity seekers, please. Respondents must be fully identified as to qualifications and background.

Box 898R, BROADCASTING

STATION FOR SALE
BY OWNER

In a top 40 market in south. 250 watts fulltime. Am going partnership and want to sell. Other stations in market doing 40 M monthly. I have other stations and not enough time to manage this property. $100,000 with 29% down—terms on balance. Wire, write, call Gene Newman, WEZB, Tutwiler Hotel, Birmingham, Alabama.

Va.	Single	250w	60M	terms
Ill.	Single	500w	95M	terms
Ala.	Single	500w	58M	terms
Va.	Single	1kw-D	80M	terms
Calif.	Single	250w	65M	terms
Minn.	Single	1kw-D	105M	terms
Ky.	Single	1kw-D	100M	terms
Calif.	Single	250w	68M	terms
Fla.	Small	1kw-D	90M	terms
Fla.	Small	250w	50M	terms
Fla.	Small	250w	48M	terms
Fla.	Small	250w	85M	terms
N.Y.	Medium	1kw-D	150M	terms
La.	Medium	1kw	150M	terms
Miss.	Medium	1kw-D	75M	terms
Ga.	Metro	5kw	200M	terms
Va.	Metro	250w	330M	terms
Ala.	Metro	1kw-D	175M	terms
N.C.	Metro	500w	170M	terms
Fla.	Large	250w	175M	terms
Fla.	Large	5kw	185M	terms
Fla.	Major	250w	250M	terms

And Others

PAUL H.
CHAPMAN COMPANY
INCORPORATED
MEDIA BROKERS

Atlanta
Chicago
New York
San Francisco

Please address:
1182 W. Peachtree
Atlanta 9, Ga.

HASKELL BLOOMBERG
Station Broker, Lowell, Mass.

Massachusetts — $140,000; New Hampshire—$200,000; New York—$125,000; Pennsylvania—$125,000; Florida—$250,000; North Carolina—$75,000; Illinois—$195,000; Iowa — $180,000; Texas — $100,000; Georgia—$360,000; Colorado —$225,000; Alabama—$150,000; Mississippi — $125,000; Missouri — $60,000; Arkansas—$60,000. PLEASE WRITE.

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS
ESTABLISHED 1946
NEGOTIATIONS MANAGEMENT
APPRAISALS FINANCING
HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

GUNZENDORFER

Washington 250 watt fulltimer **$69,500.00** with **$20,000** down. Balance **$500.00** a month with 5% interest. Does close to $50,000 a year with absentee ownership.

Arizona 1000 watt daytimer **$70,000.00** or with **$20,000** down. Attractive terms.

WILT GUNZENDORFER AND ASSOCIATES
8630 W. Olympic, Los Angeles, Calif.
Licensed Brokers — Financial Consultants

NORMAN & NORMAN
INCORPORATED
Brokers — Consultants — Appraisers
RADIO-TELEVISION STATIONS
Nation-Wide Service
Experienced Broadcasters
Confidential Negotiations
Security Bldg. Davenport, Iowa

Southwest major fulltime regional. $350,000 29%—West coast fulltime regional. $275,000. Good terms—South daytime regional. $300,000 25%—West Coast major FM. $125,000. Excellent terms—West single fulltime. $50,000 29% bal. 7 yrs.—Rocky Mt. daytime regional. $125,000 $50,000 down. PATT McDONALD, Box 9266, Austin, Tex. GL. 3-8080—or Jack Koste, 60 E. 42nd, N.Y. 17, N.Y., MU. 2-4813.

STATIONS FOR SALE

LARGE SOUTHWEST MARKET. Daytimer. Absentee owned. $30,000 down. *Full price $72,000.*

CALIFORNIA. Full time. Growing market. *$100,000 29% down.*

ROCKY MOUNTAIN. Full time. Exclusive. *$29,000 down.*

MIDWEST. Daytimer. Excellent market. Good gross. *$50,000 down.*

Many Other Fine Properties Everywhere.

JACK L. STOLL & ASSOCS.
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HO. 4-7279

RADIO

Announcers

ANNOUNCERS
JOB OPPORTUNITIES SLIPPING BY?
N.Y.S.A.S. is the only school in the east that offers advanced coaching **EXCLUSIVELY** . . . In announcing and operation of console, from disc to tape to et's, completely ad-lib for a tight format. 10 week course coached by New York Broadcasters. Get the **MODERN SOUND. KNOW MODERN RADIO.**
Let us analyze your present audition tape. For an appointment call **MR. KEITH** at SU 7-6938.
NEW YORK SCHOOL OF ANNOUNCING & SPEECH
160 West 73rd Street New York 23, N.Y.

Situations Wanted—Management

A MESSAGE OF IMPORTANCE TO RADIO STATION OWNERS

Top-flight manager in major market now available for new challenging situation. Proven record of successful performance with big and medium market stations. Unique knowledge of sales programming, merchandising, sales promotion, including sales contacts in national sales. You can depend on me to make a station take-off; to make ratings rise dramatically; to keep them up through sound understanding of all phases of programming and promotion. Let's talk about your particular problem and how I may fit into your picture.

Box 965R, BROADCASTING

FOR SALE

Equipment

FOR SALE
TV OR FM TOWER
Priced to Sell
400 ft. Stainless Triangular Guyed Tower In Good Condition Will Support RCA 12 Bay High Band TV Antenna
IDEAL FOR TV OR FM
Write:
Box 978R, BROADCASTING.

Employment Service

RADIO — TV — ADV.
Top job placements in the dynamic southeast. Hundreds of job openings.
- Announcers
- Engineers
- Disk Jockeys
- Copywriters
- News Directors
- Salesmen

Free registration—Confidential

Professional Placement
458 Peachtree Arcade
Atlanta, Ga.
Sam Eckstein JA 5-4841

Continued from page 106

Laboratories Inc. for continuance of prehearing conference from Jan. 13 to 9:30 a.m., Jan. 21, in Louisville, Ky., tv ch. 51 proceeding. Action Jan. 11.

Granted petition by Consolidated Bcstg. Industries Inc., Natick, Mass., for leave to amend its am application by supplying additional information regarding financial qualifications. Action Jan. 15.

On own motion, extended time for filing reply findings from Jan. 25 to Feb. 8 in proceeding on application of Hess-Hawkins Co., for new am station in East St. Louis, Ill. Action Jan. 15.

Scheduled prehearing conference for 2 p.m., Jan. 27 in proceeding on application of Service Bcstg. Co. for new am station in Concord, Calif. Ann. Jan. 15.

Granted petition by Grossco Inc., West Hartford, Conn., for continuance of date for exchange of exhibits from Jan. 11 to Feb. 2 and for hearing from Jan. 25 to Feb. 16 in proceeding on its am which is in consolidated proceeding with am applications of Consolidated Bcstg. Industries Inc., Natick, Mass., et al. Action Jan. 13.

Granted request by Tri-State Bcstg. Co. (WGTA) Summerville, Ga., for continuance of date for preliminary exchange of engineering exhibits from Jan. 15 to Feb. 1, and date for exchange of exhibits in final form from Feb. 5 to Feb. 8 in proceeding on its am application. Action Jan. 13.

By Hearing Examiner H. Gifford Irion

Granted request by Frank James for further extension of time from Jan. 19 to Feb. 16 to file proposed findings in proceeding on his application for new fm station in Redwood City, Calif., et al. Action Jan. 12.

On own motion, continued further hearing conference from Jan. 15 to Jan. 29 in proceeding on application of Northside Bcstg. Co. for new am station in Jeffersonville, Ind. Action Jan. 11.

By Hearing Examiner David I. Kraushaar

On own motion, scheduled prehearing conference for Feb. 4 in proceeding on application of Creek County Bcstg. Co. for new am station in Sapulpa, Okla., et al. Action Jan. 15.

Issued order following prehearing conference on Jan. 12 formalizing agreements made in proceeding on applications of William P. Ledbetter and E.O. Smith for new am stations in Tolleson, Ariz.; continued hearing from Feb. 25 to April 4. Action Jan. 13.

By Hearing Examiner Forest L. McClenning

Denied motion by Plainview Radio, Plainview, Tex., for order that certain depositions not be taken and that the scope of examination be limited in proceeding on its am application and that of Star of the Plains Bcstg. Co., Slaton, Tex. Action Jan. 14.

Granted request by Radio Americas Corp. (WORA) Mayaguez, P.R. for continuance of hearing conference from Jan. 18 to Jan. 27 at 9:30 a.m., in proceeding on its am application. Action Jan. 14.

By Hearing Examiner Herbert Sharfman

Granted motion by WTVY Inc. to strike notices of appearance filed by Martin Theatres of Georgia Inc., Columbus Bcstg. Inc., Tupelo Citizens Television Co., Assoc. of Maximum Service Telecasters Inc., Herald Publishing Co., and Birmingham Television Corp., as well as of any other persons except WTVY Inc. and Broadcast Bureau, which may have been accepted for filing; without prejudice, however to filing of appropriate petitions to itervene in proceeding on order directing WTVY Inc. to show cause why its authorization for station WTVY (TV) Dothan, Ala., should not be modified to specify operation on ch. 4 in lieu of ch. 9. Action Jan. 15.

On oral request of counsel for Broadcast Bureau, scheduled further prehearing conference for Jan. 14 at 2 p.m. in proceeding involving order directing WTVY Inc. to show cause why its authorization for WTVY (TV) Dothan, Ala., schould not be modified to specify operation on ch. 4 in lieu of ch. 9. Action Jan. 13.

On oral request of Lawrence W. Felt scheduled further prehearing conference for Jan. 18 at 9:30 a.m. in proceeding on his application and that of International Good Music Inc., for new fm stations in Carlsbad and San Diego, respectively, both California. Action Jan. 14.

By Hearing Examiner Herbert Sharfman

On request by Santa Rosa Bcstg. Co., and without objection by Broadcast Bureau, continued hearing from Jan. 18 to Jan. 28, in proceeding on Santa Rosa's application for new am station in Santa Rosa, Calif. Action Jan. 18.

By Hearing Examiner Elizabeth C. Smith

Denied petitions by Jefferson Standard Bcstg. Co. to add sufficiency of funds issues regarding High Point Television Co. and Tri-Cities Bcstg. Co., and similar petition by High Point Television Co. re Jefferson Standard Bcstg. Co. in Greenboro-High Point, N.C., tv ch. 8 proceeding. Action Jan. 13.

BROADCAST ACTIONS

By Broadcast Bureau

WBRK Pittsfield, Mass.—Granted transfer of control from **WKNE Corp.** and **Kingston Bcstg. Corp.** to **Luette S., Joseph K.** and **E. Harry Close,** as family group.

K72AA Weed Heights, Nev.—Granted cp to change ERP from 66 w to 400 w; type ant. and changes in ant. system of tv translator station.

Following stations were granted extensions of completion dates as shown: W74AF Springfield Television Bcstg. Corp., Pittsfield, Mass. to May 31; WCTV (TV) Thomasville, Ga. to May 1; KORN-TV Mitchell, S.D. to May 1; WIRT (TV) Hibbing, Minn. to June 15.

Actions of January 14

WGUS North Augusta, S.C.—Granted acquisition of positive control by **Henderson Belk** through retirement of stock to treasury by **Hal Edwards.**

KBIG Avalon, Santa Catalina Island, Calif.—Granted mod. of license to change studio location; remote control permitted while using DA-D (main trans.); conditions.

WGR Buffalo, N.Y.—Granted mod. of license to operate main trans. by remote control using DA-N: conditions.

KGNC Amarillo, Tex.—Granted mod. of license to operate trans. by remote control, using DA-2; conditions.

KQIK Lakeview, Ore.—Granted extension of authority to sign-off at 7 p.m. daily for period ending April 30..

KMBY Monterey, Calif.—Granted change of remote control authority.

WSAR Fall River, Mass.—Granted extension of completion date to Jan. 30.

Actions of January 13

WAAT Trenton, N.J.—Granted cp to install old main trans. as aux. trans at present location of main trans.

WSIX-FM Nashville, Tenn.—Granted cp to change frequency from 97.5 mc to 97.9 mc; increase ERP to 30 kw; make changes in ant.; increase ant. height to 800 ft., and install new trans.

WKAN Kankakee, Ill.—Granted cp to install new trans. at present trans. site as aux. trans.; remote control permitted while using NDA; condition.

WTTV-FM Bloomington, Ind.—Granted mod. of cp to increase ERP to 37 kw; decrease ant. height to 1,090 ft.; change type trans. and type ant.

KQAQ Austin, Minn.—Granted mod. of cp to change type trans.

WAMR Venice, Fla.—Granted mod. of cp to change type trans.

KUDI Great Falls, Mont.—Granted mod. of cp to change type trans.

WFAR Farrell, Pa.—Granted mod. of cps to make changes in DA system and DA pattern; and make changes in daytime non-DA system (increase height and use center tower); condition.

KCRA-FM Sacramento, Calif.—Granted extension of completion date to April 1.

Action of January 12

WPEN-FM Philadelphia, Pa.—Remote control permitted (main trans.).

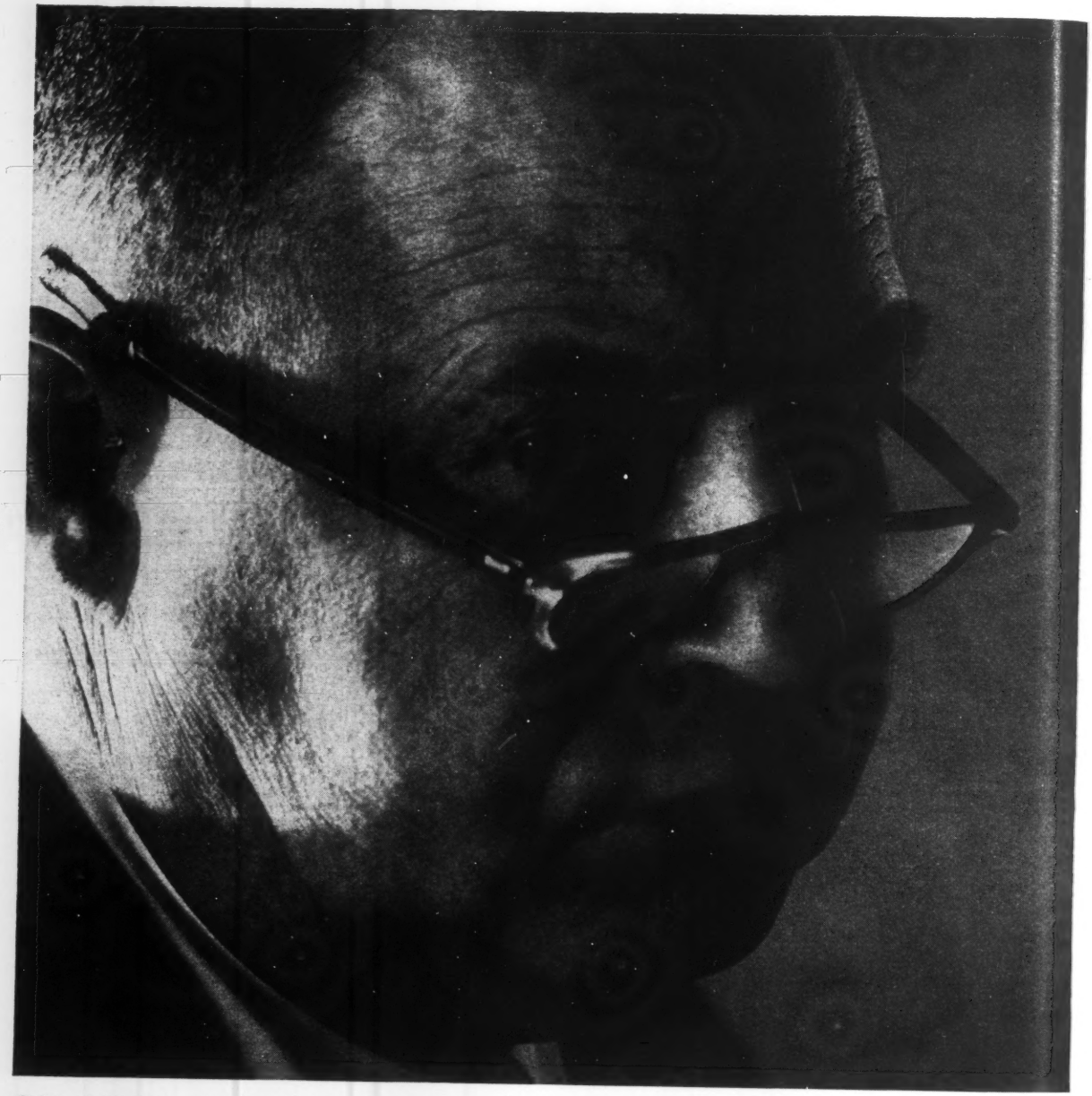
Actions of January 11

WRCV-TV Philadelphia, Pa.—Granted license covering installation of aux. ant. near the main trans. site. Grant herein is without prejudice to such action as Commission may deem warranted as result of its final determinations with respect to; (1) conclusions and recommendations set forth in the report of network study staff; (2) related studies and inquiries now being considered or conducted by Commission; and (3) pending anti-trust matters.

WNVY Pensacola, Fla.—Granted change of remote control authority.

Action of December 29

WMC-WMCF(FM)-WMCT(TV) Memphis, Tenn.—Granted assignment of licenses to **WMC Bcstg. Co.**



OK, KLM...WHAT'S SO SPECIAL ABOUT YOUR JET?

All sorts of things. Mainly, the friendly things that happen inside the KLM DC-8. **FRIENDLY?** And then some! Everybody in the KLM family knows just how to make flying fun for you. Unexpected little pleasures pop up all along the way. Real china at dinner. Shaving and vanity kits. Your own personal towels. Many other welcome touches.

IS IT FAST? COMFORTABLE? Well, the KLM DC-8 cruises at close to 600 mph. Inside it's so quiet you can hear a whisper. Vibration-free, too. And seats perfectly custom-contoured.

WHEN CAN I GO? Anytime from April 1st on. Make your reservations to Europe now and — Whoosh! Wow! Go! — on the KLM DC-8! See your travel agent (professionals plan better trips) or KLM Royal Dutch Airlines.

THE WORLD OVER
KLM
ROYAL DUTCH AIRLINES

THE WORLD'S FIRST AIRLINE

DC-8 Jet

OFFICES IN: ATLANTA, BEVERLY HILLS, BOSTON, CHICAGO, CINCINNATI, CLEVELAND, DALLAS, DENVER, DETROIT, HOUSTON, INDIANAPOLIS, KANSAS CITY, LOS ANGELES, MIAMI, MILWAUKEE, MINNEAPOLIS, NEW ORLEANS, NEW YORK CITY, PHILADELPHIA, PITTSBURGH, ST. LOUIS, SAN FRANCISCO, SEATTLE, SYRACUSE, WASHINGTON, D. C.

OUR RESPECTS TO . . .

Thomas Waldrop Moore

Tom Moore's background in the field known broadly as communications has been broad indeed as well as varied: he has sold advertising for a newspaper and a radio station, has sold live and film programming and has sold the public on the merits of choosing a well-known California mortuary-cemetery as the proper and fitting place for eternal rest.

Mr. Moore is a tall, solidly-built man of thoughtful mien, but his eyes wear an impish smile when he reminisces about his tour of duty as vice president and director of public relations and advertising for the Forest Lawn Memorial Park in Glendale, Calif. Forest Lawn shatters orthodoxy in a field that hews generally to tradition. It is an understatement to note that it does not eschew razzle-dazzle promotion. Today, Mr. Moore regards his association with Forest Lawn as a monumental milestone that influenced and deflected the direction of his career.

His posts there encompassed a multitude of duties. Aside from conventional tasks, Mr. Moore supervised promotion of various radio programs and films sponsored by Forest Lawn. These interludes, he acknowledges, sharpened his interest in radio-tv programming.

Sales to Programs • Consequently, he wasn't totally unprepared for a drastic shift in assignment early in 1958 when he was moved from vice president in charge of sales for ABC-TV to his present post of vice president in charge of programming for the tv network. There may have been raised eyebrows in the industry at the time, but Mr. Moore's tenure in the post and the upward climb by ABC-TV in audience and sales underline the soundness of the company's strategy.

"Most of the credit for any success I have achieved," Mr. Moore volunteers, "belongs to Leonard Goldenson and Ollie Treyz, who took a chance on me because I did not have any real network tv experience at the time."

Perhaps one clue to Mr. Moore's affinity for tv programming is his enchantment with the Broadway theatre in particular and show business in generel. He retains the drawl of his native South, but his conversation is liberally sprinkled with references to Broadway and Hollywood. He is such a theatre buff that he attends practically all the out-of-town openings of plays in New Haven and Boston, and later the Broadway productions.

Early Experience • With a quiet grin, Mr. Moore explains he has been in "communications" since the age of 12 when he worked in the circulation department of his hometown newspaper, the *Meridian* (Miss.) *Star*. Thomas Waldrop Moore was born in Meridian on Sept. 17, 1918, and attended Mississippi State College there and the U. of Missouri, from which he received a bachelor's degree in journalism in 1939.

While working his way through high school and college, Mr. Moore served in the circulation, advertising and editorial departments of the *Star*. After he had completed his education, he continued with the *Star*, and, on a part-time basis, was a salesman for WCOC Meridian, owned by the newspaper. Mr. Moore remained there until 1941 when he joined the U.S. Navy as an aviator. He was released from service in 1945 as a full lieutenant.

Cemetery Stop-gap • Mr. Moore was in Los Angeles after the war, hoping to organize a business group that would buy a radio station in Wyoming, and accepted the position at Forest Lawn as a stop-gap measure. The station project blew up and he remained at Forest Lawn for five years until 1950.

"Forest Lawn spent more than $500,000 a year in advertising," Mr. Moore recalls fondly, "and the big percentage of this money went into radio. We had about nine programs on the air on the various Los Angeles stations and it was a most satisfying experience to help produce them. In 1947, when I produced an Easter Sunrise program from Forest Lawn, which was carried over KTLA-TV, I knew I was going to become part of television some day."

His opportunity arrived in 1950 when CBS-TV Sales (now CBS Films) opened a west coast office in Los Angeles and Mr. Moore was appointed an account-executive. He covered the entire West for almost six years and chalked up an impressive record. His reward was a promotion to New York in 1956 as general sales manager of the CBS unit.

Moves to ABC-TV • A year later Mr. Moore shifted to ABC-TV as vice president in charge of sales, and only four months later, in March 1958, he effected the unusual move to the post of vice president in charge of programming for the network. His predecessor at ABC-TV, interestingly enough, was another young-man-going-places, James T. Aubrey Jr., who resigned to join CBS-TV and last December was elected president of that network.

Mr. Moore is not disconcerted by criticism that ABC-TV has flourished on a mass-appeal programming approach, accentuating filmed westerns and whodunits. He points out that as the "third network," ABC-TV had to "counter-program" to CBS-TV and NBC-TV in an attempt to build up an audience. He rejects the proposition that film shows are necessarily "of poorer quality and lower taste" than live programs and cites such ABC-TV vehicles as *Maverick*, *77 Sunset Strip* and *High Road* in defense of his contention.

At this juncture, he adds, ABC-TV is prepared to schedule more live programs, stressing both entertainment and public affairs, and these plans will be implemented in 1960.

Blessing in Disguise • The crisis that the television industry now is experiencing will be a blessing to the medium, Mr. Moore believes. But he is convinced that to attain substantial improvement, programming control must be fixed at the network level "where it logically belongs."

Mr. Moore married the former Claire Stirrat of Seattle in 1943. They have two children—Thomas W. Jr. 13, and Jeanne 8. The family home is in Darien, Conn. Mr. Moore is a member of the Radio & Television Executives Society, the Academy of Television Arts & Sciences, the Los Angeles Country Club, the Sales Executives Club and the Wee Burn Country Club in Darien.

He enjoys hunting and golf and reading books about show business. He has an unusual hobby connected with television, but says:

"Please don't mention it in print. Most of my friends know about it and those who don't can ask me about it."

ABC-TV's MOORE
Goodbye to grave concern

Answers please

WHAT is the broadcaster's responsibility for the honesty and good taste of the commercials that he carries on his station? Where does this responsibility start? Where does it stop? Is it negligible or is it total?

These, we submit, are questions which in time must be answered to the mutual satisfaction of advertisers, agencies and broadcasters—not to mention the government, which at the moment seems inclined to talk in one direction and move in another. Moreover, these are only the fundamental questions that must be answered; there are others, even trickier, in the gray areas between good and bad, between truth and falsehood, where deception is hard to pinpoint and good taste a matter of differing opinions.

Let us begin with the premise that responsible media will not accept advertising that is patently false or blatantly offensive. Let us extend that premise to say that responsible agencies will not offer such advertising and that responsible advertisers would not permit it to be offered anyway. From these basic assumptions, which recent history supports, we come head-on to the first question:

Who is to say?

Up to now the answers that have been offered have varied widely—and for the most part they have seemed to be assumptions that the responsibility lies here or there, not answers given after deliberate study of the question of where responsibility should properly reside. For instance, FTC's Chairman Earl Kintner seemed to be assuming when he said, according to an Assn. of National Advertisers report which he had seen in advance, that the responsibility rests on the advertisers—"you have the strongest weapon of all, the money bags" (BROADCASTING, Nov. 30, 1959). Certainly the ANA and the American Assn. of Advertising Agencies are going on the assumption that they, respectively or together, are primely responsible. But FCC's Chairman John C. Doerfer is on record as putting the responsibility on broadcasters, for commercials as well as for programming (BROADCASTING, Nov. 23, 1959).

In Chicago last week the respected voice of Fairfax Cone of Foote, Cone & Belding maintained that virtually all of advertising's sins could be remedied through censorship by media. And in New York another well-known voice, that of Ted Bergmann of Parkson Adv., a man who has worked the broadcasting as well as the agency side, went all the way and called upon broadcasters to test products against the claims made for them before carrying any commercials, and to announce on the air that the pre-tests have been made and the products can be bought with confidence.

The details of these proposals are presented elsewhere in these pages. They are not entirely new. Only a few weeks ago, Roger W. Clipp of the Triangle Stations sought energetically but unsuccessfully to have the functions of the NAB Code Review Board, of which he is a former chairman, expanded to include previewing of both commercials and programs, with seals of approval to be given those that won clearance (BROADCASTING, Dec. 7, 1959). The NAB Tv Board rejected the idea as too "drastic" at this time.

We do not profess to have the answers. We do suggest that the questions are formidable—and that reaching the right answers may be vital to the continued growth and acceptance of broadcast advertising. This we do know: the answers will not be found until the questions are met. It is not too early to start thinking now.

NARBA now or never

ALL but lost in the turmoil involving broadcasting is the 10-year-old treaty on am broadcasting on the North American continent which has languished before the Senate Foreign Relations Committee. Failure to ratify the NARBA treaty, and the collateral 1956 agreement with Mexico, at this session could trigger an allocations "war" of indiscriminate channel-jumping with disastrous effects on reception.

The Daytime Broadcasters Assn., which asserts representation of some 250 of the 1700 stations now operating from sunrise to sunset, has openly lobbied against Senate ratification. Two bills are pending to instruct the FCC to authorize 6 a.m. to 6 p.m. operation. The FCC, the State Department and virtually all other entities in am radio, have implored the Senate to ratify the agreements or invite chaos. But the daytimers have been able to muster sufficient strength to block action.

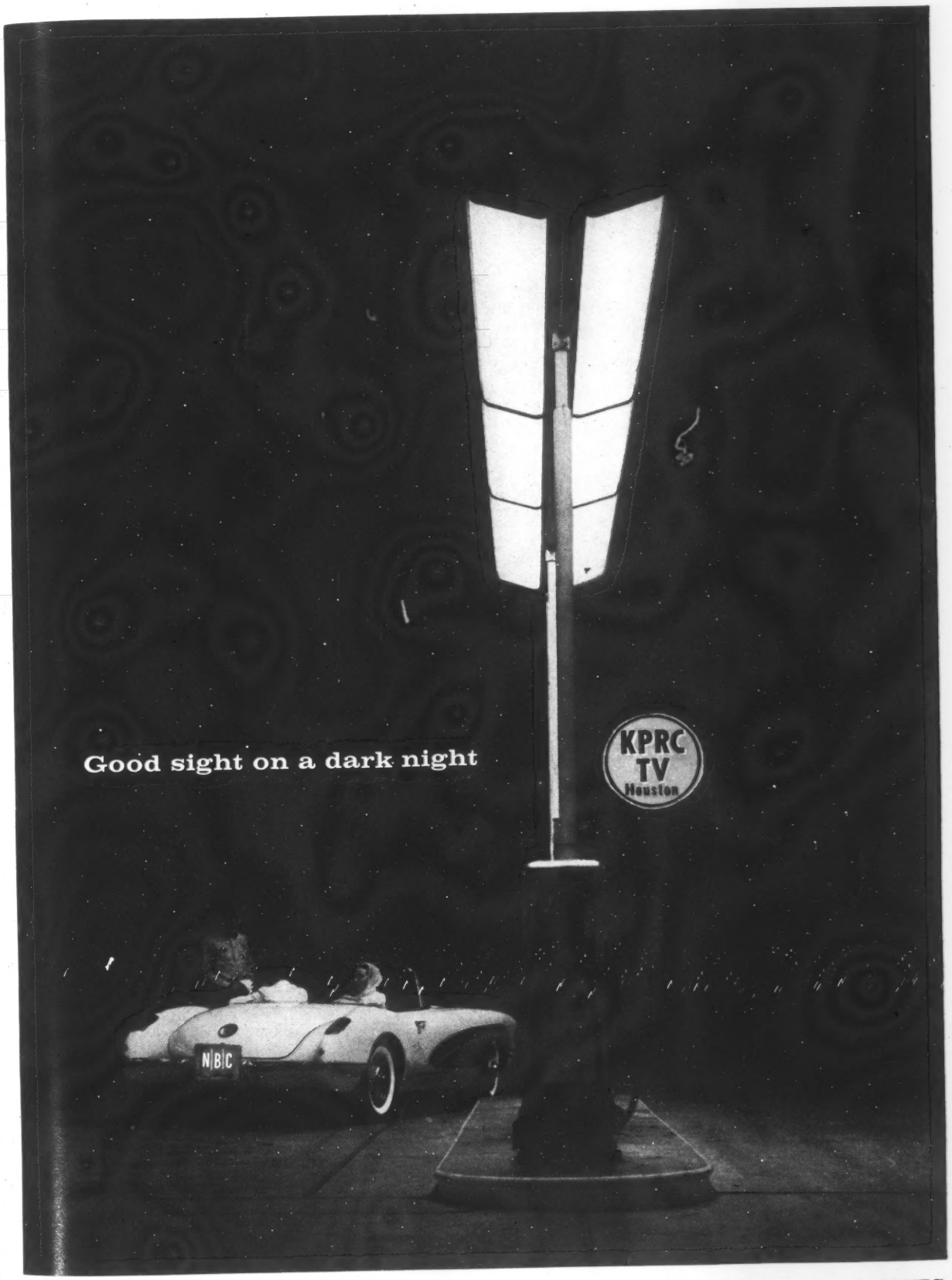
There has been one significant development, however. The regional stations, which heretofore have put up no organized resistance, have now established Regional Broadcasters for the avowed purpose of fostering Senate ratification. At long last, they realized that while the daytimers have ostensibly sought fixed hours only on Mexican and U.S. clears, the legislation they espouse would strike at domestic regionals, and without directional or any other protection. The FCC has twice rejected the daytimers' proposals, so they now seek from Congress what they cannot get from the expert body charged with the responsibility of providing maximum interference-free service to the public.

The daytimers cannot be criticized for wanting to improve their lots, notably during the most lucrative radio hours. But they should not seek to do it at the expense of old-established services or through legislative pressure. The new Regional Broadcasters, organized at the call of Payson Hall, director of broadcast properties of Meredith, has no simple task, because it is easier to block legislation than to enact it. Ratification hearings begin today (Jan. 25) before the Senate Foreign Relations Subcommittee.

Among the regionals are many of the old-established and most respected stations. This is their opportunity to cite the facts. And there isn't too much time in which to do it with Congress eyeing adjournment by July.

Drawn for BROADCASTING by Sid Hix

"From now on give rods and reels for premiums . . . no more free plugs."



COURTESY OF THE GULF OIL CORPORATION

EDWARD PETRY & CO., NATIONAL REPRESENTATIVES